

Become an Australasian Cittaslow

Cittaslow Australasia Inc, 33 Cadell Street, Goolwa, SA 5214



Cittaslow Australasia

In March 2007, a Delegation from Cittaslow International, based in Orvieto, Italy, visited Australia to meet the first towns to gain Cittaslow Accreditation. On 12 March 2007, the official Cittaslow flag was handed to Goolwa, Alexandrina SA as the first town outside Europe to successfully complete the requirements for recognition as a Cittaslow. Later the same week, the Delegation handed the Cittaslow flag to Katoomba Blue Mountains NSW. The Delegation then went to Matakana in New Zealand but their accreditation was not finalised. On 3 June 2011, Yea Murrindindi in Victoria was the third town to achieve international Cittaslow recognition. With three Cittaslow towns now in this part of the world, it was possible to establish a network - CITTASLOW AUSTRALASIA which includes Australia, New Zealand, Papua New Guinea and the islands of the South Pacific.

We are part of an international organisation with over 200 towns in 20 countries as accredited members. Many other towns are going through the accreditation process and your town could be one of them. All member towns are invited to attend a General Assembly each year. There is a different host town each time, with Goolwa to host the General Assembly 10-12 May 2017.

This publication outlines information about the accreditation process associated with becoming a Cittaslow.

Lyn Clark
President, Cittaslow Australasia Inc.
8 February 2016



The famous Three Sisters rock formation in Katoomba Blue Mountains is visited by thousands of tourists every year



The history and economy of the river port of Goolwa is linked to the River Murray as it flows through to reach the sea nearby



The Yea Wetlands groups turned undervalued grazed floodplains on the edge of town into an award-winning environmental interpretive area and walking tracks

Promote quality of life in your community...

IS YOUR TOWN SPECIAL?

DO YOU CARE ABOUT:

- your environment?
- conservation and use of renewable and non-renewable resources?
- the town's transport, buildings and infrastructure?
- your heritage?
- the use of local food and produce?
- your town's unique characteristics?
- hospitality and tourism?
- shop local initiatives?
- welcoming new residents to your town?
- healthy living?
- use of agricultural land?
- education and community awareness?
- facilities and community support for elderly, youth, men, women and children?
- developing local artists, artisans and preserving traditional skills?



If you answered YES to many of these, then you could become a CITTASLOW – a town where quality of life is important – a town that takes time to care – a slow town – a town that is BUILDING COMMUNITY SPIRIT AND IDENTITY sustainably.

WHAT IS THE PROCESS FOR BECOMING A CITTASLOW IN AUSTRALASIA?

The process of introducing Cittaslow to any community will be different for each town, however there are some basic principles involved:

- It is essential that there is input from the Council, from the business community and from the residents. Support from your local regional development board is also recommended.
- All participants need to be positive and innovative in their approach to the future of your town.
- Cittaslow is a “way of thinking” by all sections of the community rather than just a bureaucratic process.
- Cittaslow offers an opportunity to focus the activities/decisions of a community as it works for a sustainable future – it is Local Agenda 21 in action.
- The English word “slow” has a negative aspect to it, however in ‘Citta-slow’ it indicates ‘taking time’ to consider, share, discuss, relax – this needs constant positive reinforcement.
- You need to have clear objectives, good workers and lots of enthusiasm.
- Volunteers from current Cittaslow-accredited towns are available to help you through this process.

STAGE ONE – Candidate Member

- Once you have decided to become a Cittaslow, you will need to complete and sign a **Declaration of Commitment** (see Appendix 1). This will involve your Council, your local Community and Business representatives and possibly other groups such as your Tourism or Progress Association, etc.
- The Declaration of Commitment states the reasons why you want to join and what is particularly special about your town.
- At the completion of this Stage, a certificate will be issued, indicating your Candidate status. It is anticipated that this stage will take approximately 3 months.
- At this stage there are no fees due nor do you have any voting rights but you are very welcome to join in any activities organised by Cittaslow Australasia Inc. You will also be recognised on our website.
- You will then be ready to begin the formal assessment process.

STAGE TWO – Accreditation

- The Accreditation Criteria are divided into seven segments. As you complete each segment, you will be recognised with a staged graphic which will indicate your progress.
- Some segments will be easier than others for you to complete and each town will have a different rate of progress depending on resources and support.
- Other qualified Cittaslow towns will continue to be available for mentoring as required. If you want someone to come and spend time with you and your team, you may need to help with travel and accommodation costs.
- This stage could take up to 12 months although you may finish a lot sooner.
- No fees are due during this stage. Voting rights are still restricted during this period however you are welcome to contribute and attend any functions or activities organised by Cittaslow Australasia Inc. like the annual AGM Gathering.

STAGE THREE – ACCREDITATION

- On completion of all Segments of the Accreditation Criteria, you will have taken a ‘snap shot’ of your town and its assets, achievements and challenges.
- A delegation of up to 3 members from Cittaslow Australasia Inc. will visit to confirm your town’s submission. You will be expected to help with travel and accommodation costs.
- A satisfactory assessment by the Delegation will mean your town will become a full Cittaslow Australasia Inc. member and will be awarded a certificate and the Cittaslow International Flag.
- A copy of your assessment, together with your formal letter addressed to the President of Cittaslow International requesting acceptance will be forwarded to the headquarters in Orvieto Italy with the recommendation of acceptance by Cittaslow Australasia.
- Payment of annual fees for Cittaslow International and Cittaslow Australasia Inc. will now be due.



CITTASLOW ACCREDITATION CRITERIA

Working together with Council representatives, local businesses and members of the community, a candidate Cittaslow town should address each of the criteria and identify whether the issue is already well established, partly operational, in the planning stage or not yet considered. Scores are allocated 3, 2, 1 or 0 and multiplied by a weighting figure (A Working Score sheet is available separately).



1. ENERGY AND ENVIRONMENTAL POLICIES

- 1.1 Air quality control and improvement programs
- 1.2 Water quality, conservation and usage programs
- 1.3 Waste collection and management programs
- 1.4 Industrial and domestic composting programs
- 1.5 Sewage purification, re-use and disposal programs
- 1.6 Programs for domestic and industrial energy consumption and production from renewal sources
- 1.7 Noise reduction programs
- 1.8 Programs to reduce light pollution in public and private locations
- 1.9 Programs to conserve biodiversity and management of indigenous ecosystems
- 1.10 Soil protection and management programs

2. INFRASTRUCTURE POLICY AND TRANSPORT POLICIES

- 2.1 Integrated local public transport system
- 2.2 Planning and maintenance of Cycle paths and parking facilities
- 2.3 Walking paths and facilities to encourage regular family use
- 2.4 Encouragement of alternative mobility technology and reducing use of private cars
- 2.5 Pedestrian friendly infrastructure and design
- 2.6 Grounds and facilities for sporting, recreational and social activities for all sections of the community
- 2.7 Infrastructure to support and encourage access to and the use of new communication technologies
- 2.8 Assessment of the use of tourist signage and access for visitors to the region
- 2.9 Heavy goods precincts and distribution logistics



3. TOWN AND LANDSCAPE POLICIES

- 3.1 Management of urban and rural development
- 3.2 Management of heritage, natural and scenic landscape patterns
- 3.3 Active landscaping using local plants, planting productive plants and fruit trees in public spaces
- 3.4 Tree census and protection program for significant trees in the community



- 3.5 Renewal and redevelopment of marginal, abandoned or degraded areas
- 3.6 Conservation/renewal of spaces and buildings with local significance but not historic value
- 3.7 Improvement and maintenance of public footpaths, town squares, signage, street furniture and open social green areas
- 3.8 Planning for vital neighbourhoods and mixed use developments
- 3.9 Appropriate urban design guidelines for built environments especially in heritage or environmentally sensitive areas
- 3.10 Encouragement and information facilities for sustainable buildings and architecture

4. QUALITY OF EVERYDAY LIFE POLICIES

- 4.1 Local specific programs for residents of different ages - children and mothers, youth, families, men, elderly
- 4.2 Community support services for disabled, disadvantaged or displaced people
- 4.3 Provision and access to medical and other emergency assistance
- 4.4 Universal access to all facilities and buildings
- 4.5 Access to government and residential services for farmers and those living outside the town's urban settlement
- 4.6 Promotion and development of school and community gardens
- 4.7 Promotion and support for volunteering opportunities
- 4.8 Promotion of Health Education with programs for healthy living, educating taste and nutrition in homes and schools and developing awareness of labelling
- 4.9 Programs to promote Cittaslow projects and activities and education about Cittaslow principles
- 4.10 Community consultation processes used by Council



5. ECONOMY, INDUSTRY AND TOURISM POLICIES

- 5.1 Encouragement and support for the regional economy, local working opportunities and facilities and promotion of "shop local" programs
- 5.2 Encouragement and preservation of artisan and traditional skills
- 5.3 Recognition and promotion of businesses using sustainable business practices
- 5.4 Recognition of the authenticity of local artisan produced products and objects and artistic crafts including local produce
- 5.5 Support for projects promoting telework/telecommuting, use and access to new technologies and information services for citizens and visitors

- 5.6 Promotion of sustainable agriculture, responsible animal husbandry and fishing practices within the region
- 5.7 Promotion of training courses for tourist information and quality hospitality
- 5.8 Plans to encourage eco-tourism, place-based tourism, slow tourism
- 5.9 Marketing opportunities for traditional and natural products with spaces for the promotion and selling of local products
- 5.10 Programs to support fair trade, friendly shops and businesses and honesty in advertising
- 5.11 Use of Cittaslow logo by Council, authorised businesses and organisations and training regarding Cittaslow education for Council staff and administrators
- 5.12 Use of local products in restaurants, schools, hospitals and other public and private institutions
- 5.13 Assessment of adequate and appropriate tourist accommodation and plans for future development
- 5.14 Plans to maintain integrity of agricultural land versus urban development

6. CULTURE, HERITAGE AND SOCIAL COHESION POLICIES



- 6.1 Recognition of traditions, art, language, roles and contributions of aboriginal or indigenous peoples
- 6.2 Promotion and preservation of events that promote local art, music, cultural traditions and heritage
- 6.3 Support for clubs and activities that encourage inclusive programs and cultural diversity and facilitate support for cultural and ethnic groups
- 6.4 Preservation of local history, places, photographs and records
- 6.5 Welcome programs, information and integration for new residents and businesses
- 6.6 Plans for programs to enhance the knowledge and understanding of the history and philosophy of Cittaslow and the town's involvement and recognition of businesses operating under Cittaslow principles
- 6.7 Use of new technologies to provide information and services for citizens and visitors
- 6.8 Assessment of adequate public housing



7. PARTNERSHIPS

- 7.1 Support targets and programs associated with Slow Food
- 7.3 Collaboration with other organisations promoting healthy food programs, better living etc.
- 7.3 Support for twinning projects and cooperation with developing countries encouraging Cittaslow and Slow Food philosophies

HOW DO WE START?

Once you've decided to become a Cittaslow, you should establish a WORKING PARTY. The people involved should include those whose interests and/or responsibilities will help you address the criteria as well as introduce and promote Cittaslow in your town/region.

Because of the nature of Cittaslow protocol, the Mayor, elected members and officers of the Council need to be involved along with representatives of the business community and local residents. Consider the involvement of different age groups, indigenous and ethnic groups and the local Slow Food convivium (if you have one).

INITIAL STRATEGY

- Establish a core group of interested people who need to become familiar with the requirements for acceptance as a Cittaslow
- Conduct a feasibility study if required
- Call a public meeting
- Work closely with your local Council
- Involve members of the local business associations, progress associations, service groups, schools and social groups.
- Involve your local politicians at all levels – Federal and State.

ACCREDITATION STRATEGY

- Divide your working party into sections according to their interests – eg. Those who are involved in environmental groups will be best placed to answer the questions on environmental issues.
- Council policy and Strategic Planning documents will be invaluable for addressing criteria in most of the segments. Council staff will have knowledge that will help as you gather the evidence to support your assessment of each criteria.
- You can work on one segment at a time or have several segments being done at the same time.
- Assess your town against the Cittaslow goals and prepare documentation to support your assessment
- Identify areas that need improvement. These may provide you with projects to develop after your accreditation.
- As each section is completed, it can be submitted for assessment by Cittaslow Australasia personal.
- Develop a sound financial strategy to fund your projects and membership fees
- Establish programs/projects to improve 'quality of life' and be prepared for a better assessment score next time

In Italy the mayor of a town is very powerful and if he/she wants something to happen, it happens (or vice versa). In Australia, Council is a "servant of the people" (although there are some Councils that still believe that "they know what's best for the community"!)). It is very important to develop a working relationship between the Council staff who have the urban development and sustainability knowledge, the Councillors who make the policy decisions and the community who have to live and work in the area! Cittaslow must be a real partnership.

You will never have everyone in favour or even familiar with this sort of activity. No matter how much publicity you have, there are people who don't know what is happening or who don't want to support what you are doing. However each town should have enough people with vision and enthusiasm who can make this work. You do need to have the Mayor involved and supportive. The Cittaslow application is a "Mayor to Mayor" process because of its Italian roots. It is Council that is responsible for Cittaslow International membership.

We suggest after accreditation you establish an incorporated body and that the Mayor becomes your Patron.

We can arrange for someone to come and talk to your group, however it would be appreciated if you can cover the costs of that visit, as we are all volunteers.

CITTASLOW ANNUAL MEMBERSHIP FEES

Each Australasian town contributes \$200 annually to Cittaslow Australasia. There is also an annual fee to be paid to Cittaslow International each year (Jan-Dec). The figure for Cittaslow International membership is allocated on size of the town. Refer to the Cittaslow International website for latest information:

www.cittaslow.org



WHAT PROCESS SHOULD WE FOLLOW?

1. WORKING PARTY

- Identify enthusiastic representatives from the community, Council and business organisations to form a working party or organising committee
- Prepare your initial application and Declaration of Commitment
- Send documentation to Cittaslow Australasia office

2. ASSESSMENT PROCESS

- Work through each section of the criteria. Different teams can be used to work on different sections.
- Allocate a score for each criterion based on:
 - 3 – we have a program in place and it's working well
 - 2 – we have started this program but it is not yet fully operational
 - 1 – we have a program planned but have not yet been able to start it
 - 0 – so far, we have not addressed this issue
- Complete a summary sheet for each section
- Prepare two copies of supporting evidence to show why you have given the scores you have. This can be done in any format using whatever facilities and skills you have at hand.
- As you complete each section, it can be sent to the Cittaslow Australasia office who will issue a progress logo. One copy will be kept by Cittaslow Australia and the other will be retained for submission to Cittaslow International

3. FINAL APPLICATION

- Prepare an official letter addressed to the President of Cittaslow International, signed by your Mayor, formally asking to join Cittaslow International.
- Send the letter and any other additional material that you think should be included to the President of Cittaslow Australasia Inc. who will forward it to Orvieto Italy with our letter of support.

WHAT HAPPENS WHEN OUR SUBMISSION IS COMPLETE?

At a mutually acceptable time, a representative from Cittaslow International and/or Cittaslow Australasia Inc. should be invited to visit your town. The representative(s) may be prepared to travel at their own expense, however it will be the host town's responsibility to provide accommodation, local transport and sustenance.

WHAT CAN WE DO WITH OUR CITTASLOW ACCREDITATION?

At your Accreditation celebrations you will be presented with a Cittaslow flag and certificates will be signed and presented.

You will then be able to:

- Attend Cittaslow International General Assemblies that are held in different member towns around the world each year
- Send representatives to the Cittaslow Australasia AGM which are held at different member towns within the Network
- Vote and be involved in the Cittaslow Australasia Board
- Decide your own progress and programs to develop your Cittaslow status
- Use the Cittaslow and Cittaslow Australasia logos to promote your activities and grant use within your town and hinterland
- Contribute to the Cittaslow Australasia website



Lyn Clark
President, Cittaslow Australasia Inc.
33 Cadell Street
Goolwa SA 5214

Tel: (08) 8555 5801 International: +61 8 8555 5801
Fax: (08) 8555 5999 International: +61 8 8555 5999
Email: president@cittaslowaustralasia.com
Web: www.cittaslowaustralasia.com



Candidate Member application and Declaration of Commitment

We (name of town /region)

wish to make application to become a Cittaslow Town under the requirements of Cittaslow Australasia.

We wish to become a Cittaslow Town for the following reasons:

We, the undersigned make this Declaration of Commitment that:

- We will abide by the process as laid down by Cittaslow Australasia Inc. for a Candidate Town;
- We understand that there may be some costs associated with the assessment phase covering any necessary travel and accommodation of Cittaslow Australasia personnel;
- Once we satisfactorily complete the assessment process we agree to join Cittaslow Australasia and Cittaslow International and pay the requisite annual fees; and,
- We have the support-in-principle of our local Council, the Community and Business as identified below.

Signed and dated

..... for the Council

..... for the business community

..... for the Organising Committee

Dated: