



Press Release

Still time to participate!

Social media reveals the secrets to a liveable city

We know it when we see it, but we can't put it into words: Liveability. Instead, the social media community is using pictures to tell the story in a new research project.

The term liveability is familiar to Victorians who are often reminded that Melbournians live in the world's 'most liveable city'. Others will also know that Port Fairy has also been internationally recognised as the 'most liveable town with a population less than 20,000'.

But what really makes cities like Melbourne, Geelong and Bendigo liveable? The question is relevant to both community and government alike. "We see these debates all the time" says Rob Catchlove, a member of the project team. "Sometimes Government is asking us how to make whole regions more liveable and other times we hear about communities reclaiming their streets".

In a novel new approach, the answer is being crowd sourced as a part of the **#myliveablecity** social media campaign which ends on **24th August**.

"We recognised that we could only understand what liveability means by speaking to people who actually live in these urban areas" says Jamie Ewert who is also behind the project. "We also realised that we'd get different answers in different cities, so we needed a way to make contact with people all over Victoria and to bring their ideas together into one place."

Using social media, the community is being encouraged to log onto Facebook, Twitter, Tumblr and Instagram to tell the world why they love where they live. "We expect a range of posts including photos, comments and links to other web sites. From this, we can build a picture of the features of places and communities that make us happy" explained Jamie.

As an incentive, the most interesting, original photos that are posted will be included in an exhibition later this year.

To participate go to myliveablecity.tumblr.com or facebook.com/myliveablecity

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