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Mainstreets are essential destinations in our towns and city centres. Traditionally the 'heart' of not just retail activity but also social and community exchange, many once iconic and vibrant mainstreets have lost their appeal and now struggle to attract traders and visitors.

The Property Council's Mainstreets Committee, comprised of a collection of experienced professionals from a diverse range of disciplines, has created a best practice guide to delivering successful, sustainable and resilient mainstreets.

The Guide contains practical recommendations and guidelines to assist communities in tackling the challenges facing mainstreets and town centres around the country. It is informed by a series of four objectives – economic, environmental, social and governance - and a series of six principles ranging from active frontages and diversification of tenancies, to community engagement and the creation of a local identity.

Using case studies from Adelaide and around the world, the Guide can be used by anyone involved in mainstreets precincts to ensure the best possible outcomes are achieved for owners, tenants, traders, visitors and the surrounding community.

The Property Council, through the Mainstreets Committee, seeks to lead the renaissance of mainstreets as a part of every Australian community. We hope you will join us for the journey.

Click on the icon below to download *Mainstreets: A Best Practice Guide*.

[Click here](#) for an article on student prizes awarded to Masters students at the Mainstreets event for their visions of a remade mainstreet.