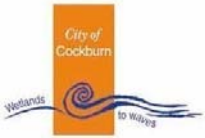


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Art of Enterprise Sustainability in practice

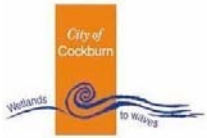
Philippa Davey
Community Development Officer
City of Cockburn

A practical look at social sustainability

Cockburn Community Development Strategy

In the case of Cockburn

What has become known as the Cockburn
Community Development Strategy was
initiated in 2003



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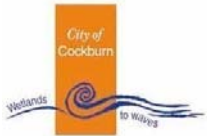


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Starting Out – Community Development



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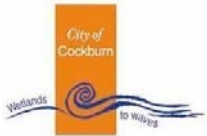
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- Council identified need to develop stronger relationships with community and enhance capacity for consultation
- May 2003, sourced funding through Alcoa's "Partnering Stronger Communities" program to contribute to community consultation program
- City of Cockburn Community Development Strategy

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Planning



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• Achieve positive community outcomes through:

- Communication
- Consultation
- Cooperation and Collaboration
- Whole-of-City approach with a local focus
- Proactive rather than reactive approach

Stakeholders:

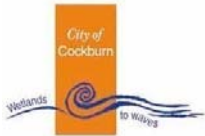
- Community
- Industry
- Business
- Education institutions
- Media
- Local, State & Federal Government



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Process

- Advertising campaign
- 11 Photographic Surveys – Disposable Cameras
- 15 Shaping your Future workshops – SWOT analysis
- 15 Planning Your Future Workshops – Action Planning



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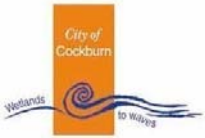
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Themes Produced

- **Action**
 - Assist community to develop Project Action Plans
 - Assist community to access funding
 - Establish Regional Groups

- **Sustainability**
 - Assist community stakeholders to obtain
 - A) Insurance protection
 - B) Ongoing Cash flow
 - C) Increased membership

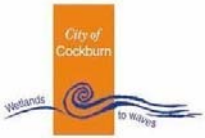
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COCKBURN COMMUNITY DEVELOPMENT STRATEGY (CCDS) PARTNERS

Cooperation and collaboration between

Community, Local Government, Industry, Business, Media and Educational Institutions

Community: 44 community groups, 1500 individuals and 16 Community Actions Plans



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Initial Partnership



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Ensuing Partnerships followed



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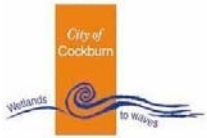


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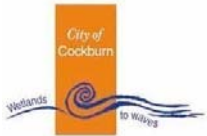


Regional Community Development Group (RCDG)

- Networking forum
 - Meets bi-monthly at the Council Dining Room.
 - Establishment of working groups
 - Membership Taskforce
 - Insurance Taskforce
 - Fundraising Taskforce
 - Insurance coverage
 - Hall Hire Subsidy
 - Newsletter Subsidy
- Aims:*
- to address shared issues and goals on a citywide scale
 - Enable groups to take a strategic approach to the future



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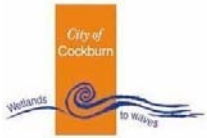


Regional Parents Group (RPG)

- Two representatives from each of the P&F and P&C groups are invited to convene bi-monthly.
- Through communicating in a shared forum the group aims to information share and address common concerns.
- Projects include:
 - Community Crossings;
 - Training –
 - Events Management and
 - School Canteen Traffic Light



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Regional Seniors Group (RSG)



- Representatives from the seniors social groups in Cockburn.
- Successfully campaigned for the development of a purpose-built Senior's Facility - 2008/09.
- Hosts regular events and workshops.
- Happening Seniors Program, Computer Training and Resource Facility and Seniors Expo 2008.

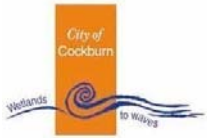
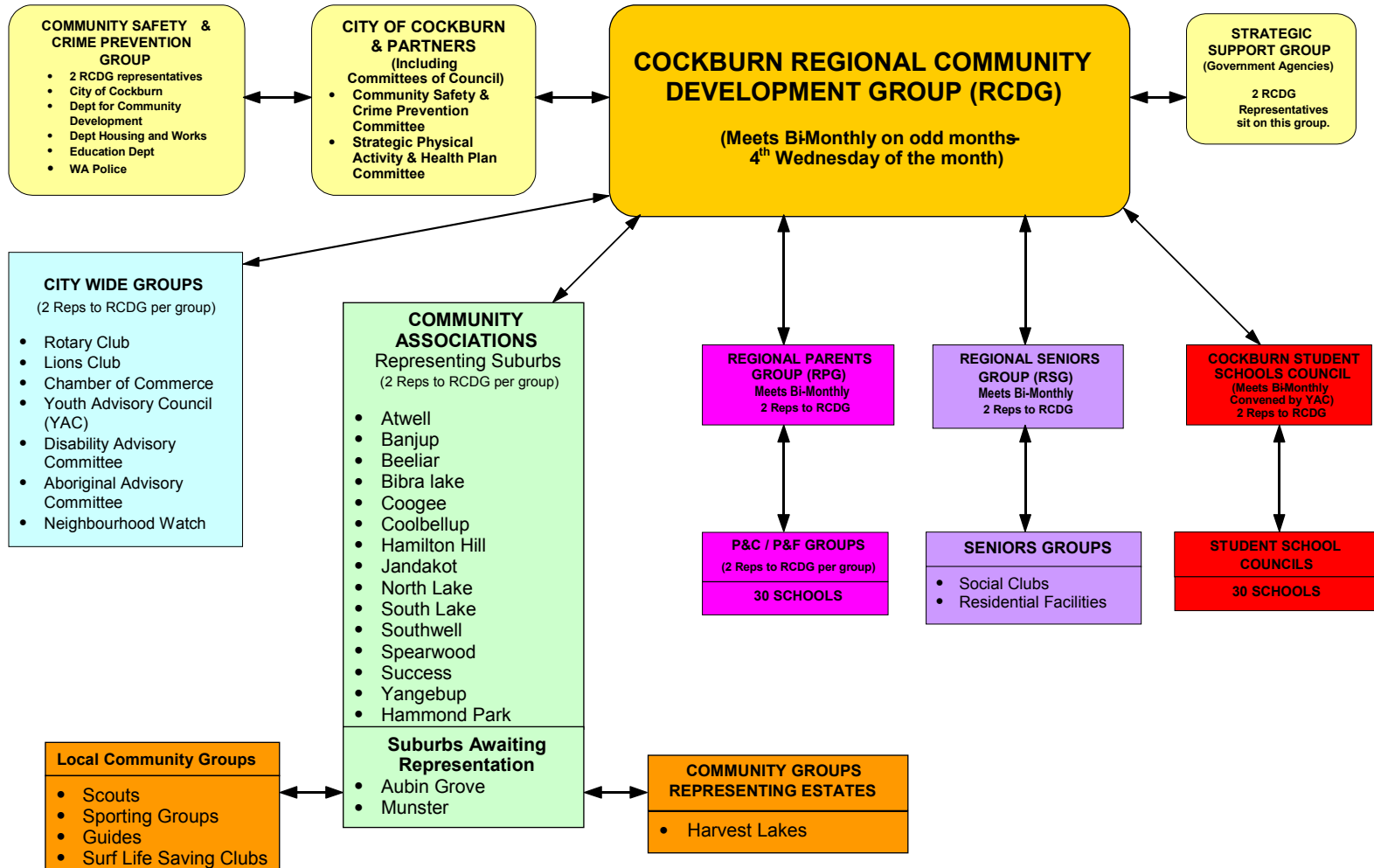
Aims

- To improve the lifestyle of seniors living in Cockburn.
- Develop interaction between seniors groups, and develop improved communications between seniors in the community and council.



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Community Network



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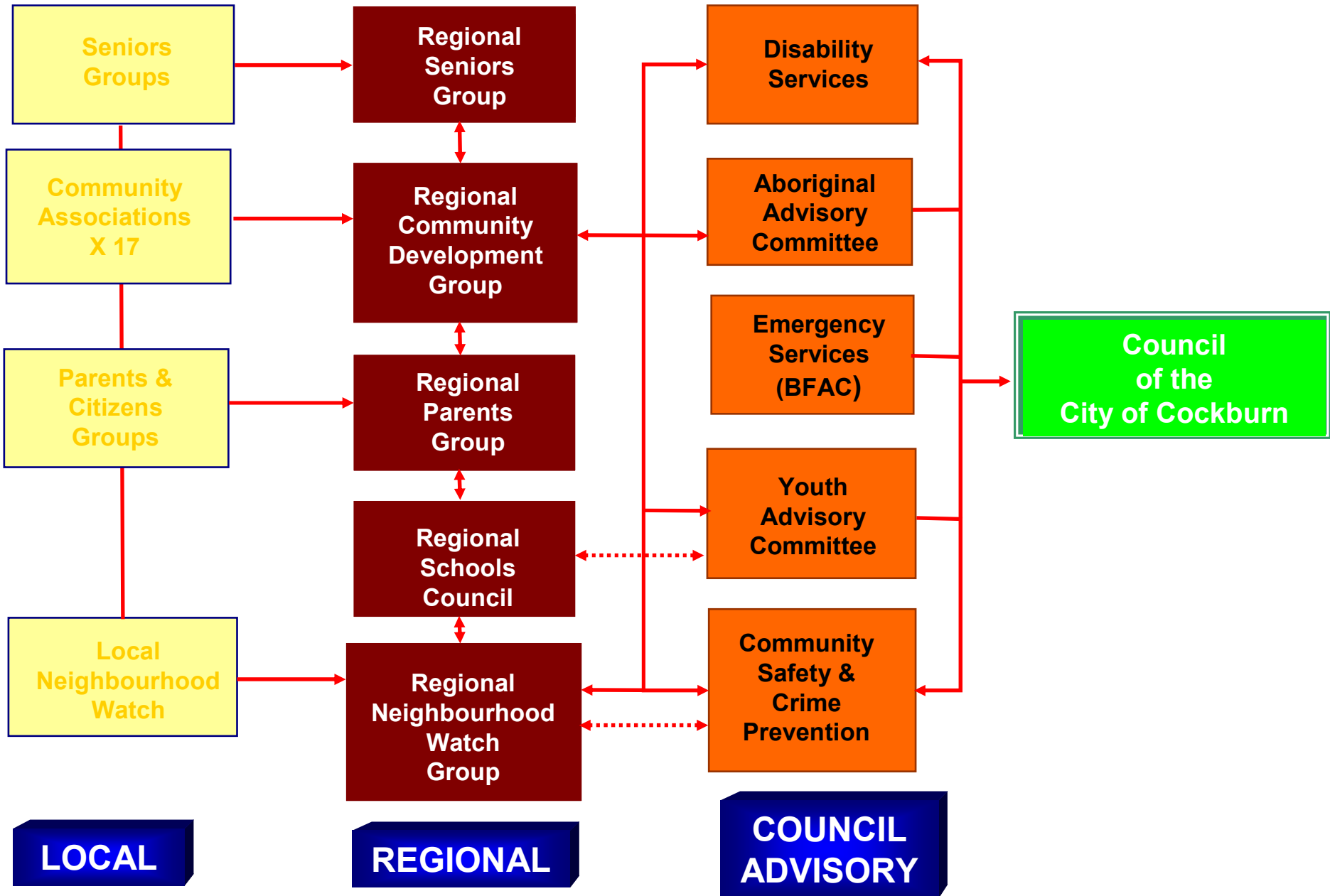
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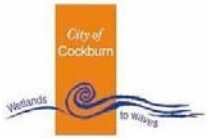
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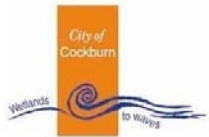


Benefits to the City and the Community

- Enhance two-way communication between community and the Council
- Foster a sense of cooperation and collaboration
- Engender a sense of empowerment and self-sufficiency
- Encourage a stronger sense of place
- Provide responsive community-based programming

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PROJECTS and PROGRAMS



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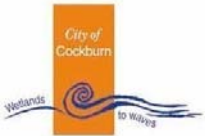
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Alcoa / CoC Community Projects Fund



- Establishment of a community projects fund to facilitate completion of Action Plans.
- RCDG members eligible as applicants - other groups eligible with support from RCDG members.
- Alcoa/CoC 50:50 contribution – with \$200,000 committed since 2003
- Funded 27 projects value of \$135,000.00

2006 National Awards for Local Government - Category winner in Community Business Partnerships

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Regional Community Development Group: Insurance & Fundraising Taskforces

Public Liability & Volunteer Accident Cover **\$18,870.00**

- National research
- Package with 50% cost reduction
- Associations operate safely
- Now Cockburn Community Group policy - \$5400

Community Markets & Information Centre **\$10,000.00**

- Economic self-sustainability.
- Mobile information/Functions Facility
- Weekly community markets.



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Drive Through Art Gallery

\$3,446.00



Youth Visual & Performing Arts Festival

\$1,500.00



Seniors Fundraising Calendar

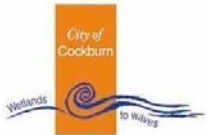
\$2,500.00



Beach Patrol and Juniors Tents

\$2,693.00

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City of Cockburn Grants Program



Community Grants

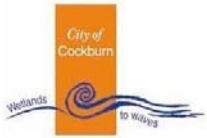
- Funds available for not-for-profit groups to conduct activities of benefit to the Cockburn community – up to \$10,000.
- Allocation of 2% from annual rates budget for Grants & Donations .

Sustainable Events Grants

- Designed by the City to support local Community Associations in starting new and holding regular annual events.
- \$7,000.00 over six years to assist Community Groups develop new events.
- Commencing with \$2,000.00, reducing gradually to allow for self funding to ensure sustainability

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Employ Local



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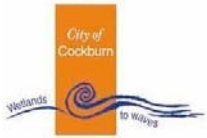
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- Partnership between the City, Bridging the Gap, DEWR, MCCC, Rotary, OCP & Job Network Providers
- Provides free pre-employment training and ongoing support for potential employees
- Supports and encourages local businesses to *Employ Local*
- Develops employment and training opportunities in Cockburn



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Drive Thru Art Gallery



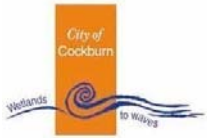
- Attracted over \$200,000 in funding to develop a large outdoor art gallery throughout the City of Cockburn.
- Local youth, with support of local community artists created public artworks



Outcomes:

- Skill development for 3 local emerging artists
- Development of 18 new 2D & 3D artworks
- Opportunity for over 300 youth to become engaged in their community in a positive and creative way

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Meet the Neighbours

*Partnership between Neighbourhood Watch, Office of Crime
Prevention and City of Cockburn*

Program designed to:

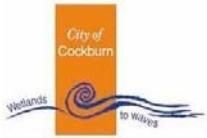
- Enlist active volunteers to join Neighbourhood Watch
- Encourage neighbours to get to know each other



Aims:

- Increase community awareness of and participation in Neighbourhood Watch
- Enhance community engagement
- Reduce anti-social behaviour and crime

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Streets Alive – Reclaim the Streets

Partnership between Cockburn Neighbourhood Watch, Office of Crime Prevention, South Metropolitan Area Health Unit and City of Cockburn

Series of community walking events designed to bring the community closer together and make our streets safer.

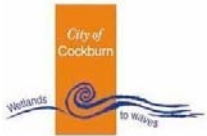


Aims

- Community Participation and Recreation
- Reduce anti-social behaviour and crime
- Community fundraising opportunity

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CoC Volunteer Resource Centre



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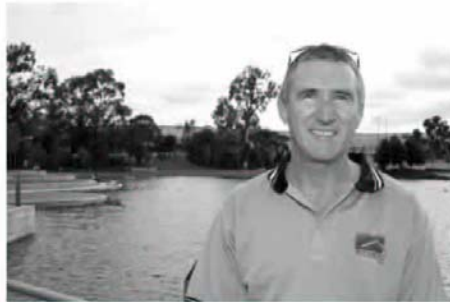


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A COCKBURN REGIONAL COMMUNITY DEVELOPMENT GROUP ADVERTORIAL

Meet Steve



Steve Portelli Inspirational Volunteer Recipient for 2005

Steve started volunteering with the Safety House Program six years ago and enjoys the interaction with people who share the same beliefs of wanting to build a safer and more friendly community.

Steve also volunteers as a suburb manager for Neighbourhood Watch and explains that the Neighbourhood Watch Program is an extension of the Safety House Program, and similarly the Atwell Residents Association is an extension of Atwell's Neighbourhood Watch.

Steve is currently President of the Atwell Residents Association and says the bonus of joining residents groups is "you have

loads of positive support and the residents really band together and are really listened to. It's not a little voice, it's a big one." Steve says to anyone thinking of volunteering, "it's great, you can do as much or as little as you want, whatever time you have to offer is always valued". If you would like to know more contact Steve on 9498 5186 or e-mail steve.gail@bigpond.com

Would you like to volunteer with a community group in your local area? For information about Cockburn's many community groups call the City of Cockburn on 94113 524 or the Cockburn Volunteer Resource Centre can also help, call them on 94113490

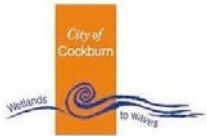


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RCDG Membership Task Force

- Campaign to promote active membership in local Residents Associations and other not-for-profit community groups
- 52 Week Advertorial celebrating volunteers in Cockburn
- Advertising campaign encourages people to take a more active role within their community

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VRC & Membership Taskforce

Very Important Volunteer Card

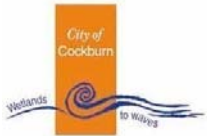


Unique program encourages community participation through a discount volunteer card available at local businesses around Cockburn.

- ✓ 74 participating businesses
- ✓ 1000+ volunteers

Supported by the Alcoa / City of Cockburn Community Projects Fund

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Volunteer Resource Centre

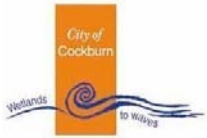
Acknowledging Volunteers

- Bi-annual Mayoral *Inspirational Volunteers Awards*.
- 350 people attended the 2005 function.
- Next function scheduled for December 2007



- 2006 Thank a Volunteer Day was celebrated with a Volunteers Movie Night at Manning Park.

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Working with Developers

Meve @ Beelias

Property Resources Management – Beelias Joint Venture project developer at Meve (2000 – exit)



Triangular Approach

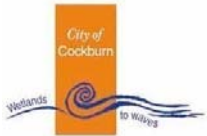
"Don't want to leave a Legacy"



Key Projects include:

- Events - Carols/Multicultural Festival (grants/admin support)
- Bush regeneration – Natural Habitat Link Strategy
 - Nesting Boxes, Habitat Links & Green Corridors, Beelias*
 - Primary School website, Picnic Area & Nature Walk*
- Soccer – Sponsorship
- Beelias Residents Advancement Group – governance, grant writing support, etc

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Satterley @ Southwell

New Living Project – urban renewal & community revitalisation

Stakeholders – New Living partners, Council, Community



*Community-Driven
Sustainable projects*

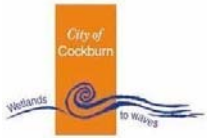


Key social projects include:

- Open Days at Southwell Primary School
- Annual Community Fun Day
- Local Indigenous employment initiative – View Consulting
- Southwell Friendship Club – seniors lunch and outings
- Community Garden – Salvation Army Hall

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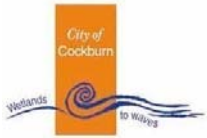
“At their best, community groups:

- Are participatory/democratic
- Reflect local/relevant needs
- Are flexible/responsive to members/users/participants
- Are advocates for needs (even unpopular ones)
- Create relationships of trust with members and users
- Are Creative/innovative and offer new ideas and leadership
- Fill gaps and identify needs not being met
- Allow people to develop and share skills
- Provide a forum for ideas, debates and solving of differences
- Give space for people to pursue special interests/passions
- Have a commitment to ethics/social justice in their practices and communities
- Are voluntary and by their nature selective of those who have an interest in being there.

Cox, E. 2007. *What Future Do We Want? Proceedings of the Communities in Control Conference*. Melbourne. Our Community & Centrecare Catholic Family Services.
<http://www.ourcommunity.com.au> (accessed June 15, 2007)

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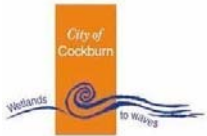


“That’s the good news but there are weaknesses. Community groups can:

- Be controlled by factions/fractions
- Represent particular interest groups at the expense of others
- Enforce “the way we do things round here” on new members
- Exercise power for its own sake
- Exclude new ideas and “trouble-makers”
- Patronise and/or exclude the powerless
- Chase resources at the expense of meeting members’ needs
- Act like a business to the detriment of services and local needs
- Be co-opted by too many government contracts or tied donations”

Cox, E. 2007. *What Future Do We Want? Proceedings of the Communities in Control Conference*. Melbourne. Our Community & Centrecare Catholic Family Services. <http://www.ourcommunity.com.au> (accessed June 15, 2007)

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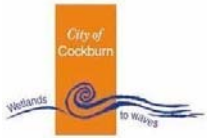
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Other issues

- Association membership levels.
- Disparity in level of commitment and ability between associations.
- Associations become issues based – e.g security
- Associations become platforms for political aspirants for local Council.
- Associations formed that represent a specific locality can underpin potential tension e.g Glen Iris, Harvest Lakes
- Associations formed by greenfield developers – potential tensions; outsiders coming in and driving agenda
- Facilitating local level networks and resource sharing

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Questions

Comments