

My Story as a Community Builder

Cassandra Beeck, Gnowangerup



Taster Workshop: North Midlands





“It isn’t enough for a town to have good leadership. Communities also must have people—Community Builders—who vigorously encourage & support a wide range of activities which benefit the community. These builders are not self-serving....they want to improve their communities. Find a community with both leaders and builders & you’ll find a community that works” (Prof Robert Manley)

Goals:

- ✓ Provide motivation, confidence and passion to positively manage community change.
- ✓ Encourage you to think about ways to better support and nurture social and economic development at local community level.
- ✓ Give a real example of collaboration between community groups and projects and friendship links across the region.

The Journey...





Gnowangerup



Prologue: The Fairytale

The Early years

- As a Mother
- As an Educator
- As a Faith Leader
- As a business custodian



First steps....

- P & C: fundraising events, kid's tennis tournaments, 'sport dinners' etc
- Gnowangerup CRC: The Opening of the town library by the State Premier
- Gnowangerup Shire: The Opening of our local Sporting Complex
- The Shire Senior Citizen's annual afternoon tea
- Rotary & Community Church: Christmas street party with Community Carols
- Governor General's visit to Gnowangerup
- Musica Viva: A showcase event. Leading local children as a support act to "Adam Hall and the Velvet Players"



“Finding myself”

The Water Project





The Water Project: At the Dam



ABC Great Southern

11 October 2017

GNOWANGERUP PUMPED FOR WATER FUNDING 💧

Gnowangerup will receive more than \$200,000 from the State Government for a water distribution network, to help ease the town's reliance on scheme water.

The new network will connect tanks to a disused dam outside the town, allowing access to water for the school sports oval and new ventures like a community garden.

New stormwater harvesting structures will also capture water from the roof of the community church and surrounding buildings to feed into the supply.

The Water Project



Garden hub & Men's shed





School oval: P&C



The History

- 2018 The Shire of Gnowangerup engaged Peter Kenyon for a series of public presentations
- Out of this inspiration, GNP360 was born: we now formally represent 71 entities and we have an exceptionally broad local and surrounding area following
- The IGA renovation was our first project—the goal was to retain grocery supplies in our town
- The Horsepower Highway Map was launched April 2021, and since then we have had more than 150,000 engagements with our social media pages.



My role: Secretary

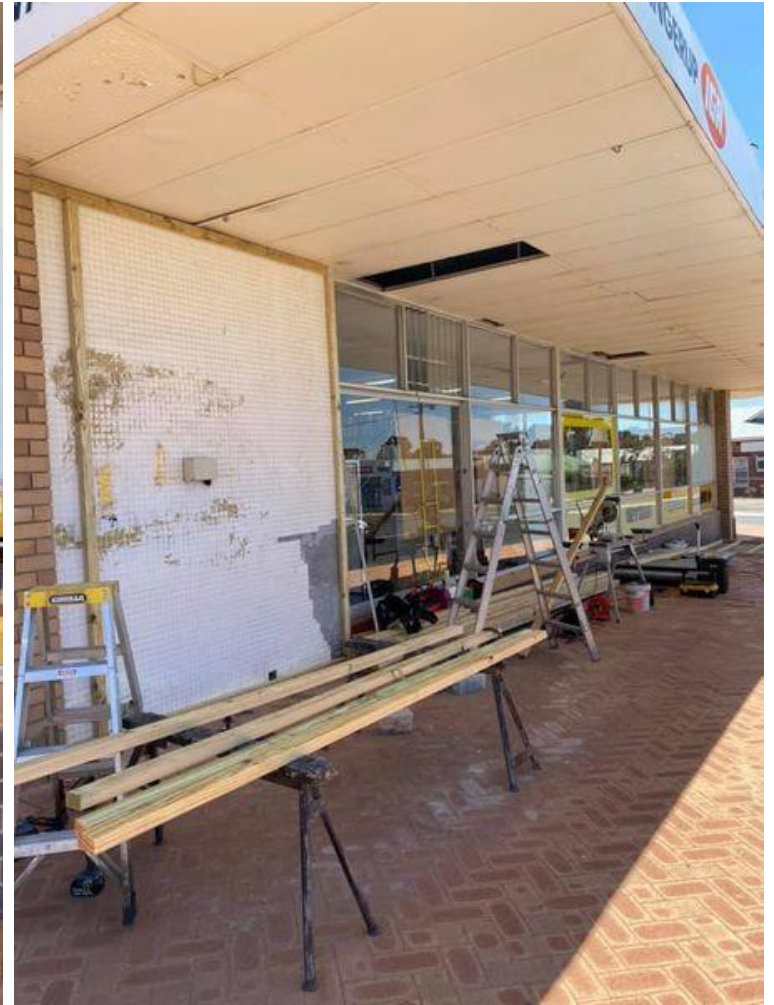
- Launch documentation
- Communication with Shareholders
- Social engagement
- Legal entities
- Local Government



Investing in our future by considering the “Whole Picture”

Vision: “To help build a strong and vibrant atmosphere through incubating, nurturing and supporting sustainable new business and community ventures in Gnowangerup.”

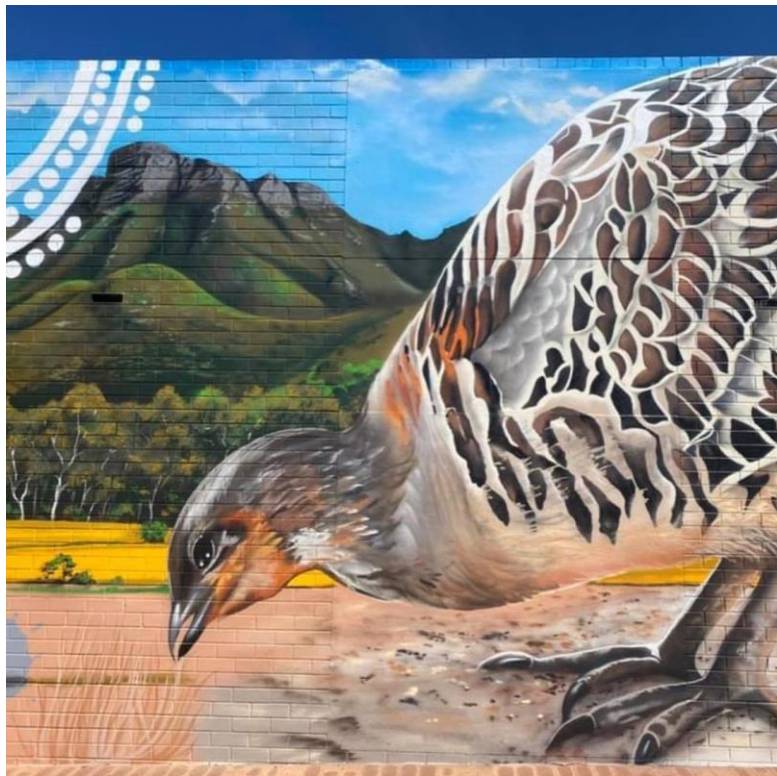
IGA Before





IGA after

Artwork on IGA



initiated by....

GNP 360°

THE HORSEPOWER HIGHWAY

FOLLOW THE TRAIL THROUGH GNOWANGERUP
TO THE STIRLING RANGE NATIONAL PARK





The Horsepower Highway is a trail....

- Our X-factor—the Stirling Range National Park
- LOCAL stories, LOCAL history and our UNIQUE ‘thing’
- Initial development & funding came entirely by individuals & businesses, within Gnowangerup
- Wider community groups & tourism bodies became interested & the trail has gained momentum
- Now the Winner of 2 State community awards, and 5 National Art awards
- March 2023, WINNER “BEST OF THE BEST” in the Australian Street Art Awards

Dick & Barb...named for our town tractor experts





Snowy Mad Max & Deisel...the 'fun' guys



Lizzy: Our crowning glory...





*Women...
the backbone
of a rural
community*





So, how did it end?...

2021

AUSTRALIAN
**STREET ART
AWARDS**

WINNER

BEST
RURAL ART

2021

AUSTRALIAN
**STREET ART
AWARDS**

WINNER

BEST
SCULPTURE PARK
OR TRAIL

2021

AUSTRALIAN
**STREET ART
AWARDS**

SILVER WINNER

BEST
STREET ART TRAIL

STATE CATEGORY WINNER
2021
Community Action & Wellbeing







13 Filipino Immigrants:



welding crew Source: Mark Fulgueras and Florian Franco



Painting the installation Source: Mark Fulgueras and Florian Franco




Dyipni: WINNER “BEST OF THE BEST”-Australian Street Art Awards 2022

About funding....

- Make sure you UNDERSTAND what the grant is trying to support, and see how your project can link to it
- SHOW everything your group will contribute and put a \$\$ value on it!
- Try to raise some cash contributions, so your application isn't all just 'in-kind'
- Keep records!
- Community Partnerships that help the 'other groups' are your best friend! More than one group involved in an application is stronger





They want a
“Strategic
Plan!!”



Strategic Planning



Management

Mission
Vision

Team

SW

Mission
Vision
Goals
Objectives
KPI
Action

SW

The Horsepower Highway Group summary:



The Horsepower Highway Management Group

Strategic Plan: 2022/23

Awards & Exposure

1

Australian Street Art Awards 2021 (Won: March 22)

2

Tourism Council of WA “Best Tourism Town” awards: ‘Tiny Town’ Announced June 2022

3

Australian Street Art Awards 2022: Enter ‘Dypini, Digger & Bluey’ in the Sculpture trail section

Marketing

4

Participate in the Winter Down South Campaign: Australia’s SW & GST

5

Develop physical marketing material, such as a pamphlet & physical map & improve signage (pending funding)

6

Create fun interest and local engagement with themed decorations & sets: Winter, Easter, Christmas, etc

Installations

7

Sporting Complex & Hanna (May 2022)

8

Lincolns Accountants: ‘Bluey’ (Oct 2022)

9

NSPNR & ‘Blaze’ (Nov-Dec 2022)

10

Hawaiian Ride for Youth (2023) Confirmed Merino Stud Breeders?

Events

11

Mental Health Week: Installation of Lincolns Accountant sculpture: Bluey Oct 2022

12

“Thank a Volunteer Day” Installation of Blaze & ‘Regenerator’ Dec 5 2022

13

Participate a festival like “Taste of the Great Southern”: Tractorberfest at Complex or Winter Festival Dinner at Mt Trio 2023

The Horsepower Highway Management Group

Strategic Plan: 2023-24 and beyond

Awards & Exposure

1

Harness opportunities for exposure:

-Tourism Council WA -Tourism Australia -Trails WA -Art Trails Australia -Street art awards

Marketing

2

Participate in Australia SW and GST campaigns.

3

Gain accreditation with Tourism Australia and work toward linking tourism info with them (partner with Broomehill CRC)

4

Work with tourism operators across the region: Mt Barker Visitor Centre, Visit Katanning to make Gnp a 'bridge' between the destinations

Installations

5

Ongoing: Maintenance of installations.

Only consider more funded opportunities from high-quality applicants--installations

6

Consider ways to influence/nurture the concept of a Stirling Range Visitor Centre, incorporating DPAW, a café, booking office, ranger office, or something similar, with interpretive displays about the ranges (eg Karrijini National Park VC)

6

Encourage the development of the Printing press museum & the GAC museum

Events

7

Ongoing: annual or bi-annual event to raise funds and promote the region eg "Tractoberfest, Winter festival dinner, Taste of Great Southern Event

Lessons I've learned:

- You are making tomorrow's history, today
- Expect criticism
- Expect to feel out of your depth—often
- **GET YOUR YOUNG PEOPLE** involved...and don't ignore their concerns/suggestions. They are the next leaders of what you are doing



Lessons I've learned:

- Things can and will go wrong. If you have followed the appropriate steps there is usually a way out
- New people to your town don't want to be bombarded, but they could also be looking for connection. Seek them out without being pushy
- Your community wellbeing is more important and bigger than your personal project. The whole point of being a Community Builder is to Build UP the community—not create issues that tear it apart



www.thehorsepowerhighway.com.au

