

WELCOME

Positive Pathways TO LOCAL RURAL PROSPERITY

17 to 20
September
2024

Pickering Brook
WA

**Inaugural national
small-town reinvention**

CONFERENCE

This Conference seeks to provide an opportunity for those who care passionately about the future of small-town Australia.



*There is nothing more powerful than a community
discovering what it cares about.*

MARGARET WHEATLEY

1. Spending time in an amazing environment- Pickering Brook





2. Spending time in a learning environment

'In times of change it is the learners who inherit the future.

Those who have finished learning find themselves equipped to live in a world that no longer exists.'

Eric Hoffer



Mayor Margaret Thomas



Hon Don Punch, Member for Bunbury and Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing



Essentials of Small-Town Re-Invention



Presenter: Peter Kenyon





Small Town Australia

1702 towns under 10,000 people
containing 9.7% of total
population

88 Towns 5000-10,000

526 towns 1000-5000

1088 towns <1000



**'The nice thing about
living in a small town is
that when you don't
know what you're doing,
someone else does'**

-Source Unknown



Richard Russo

'People in small towns, much more than in cities, share a destiny'

The future ain't
what it used to be!



Major Challenges

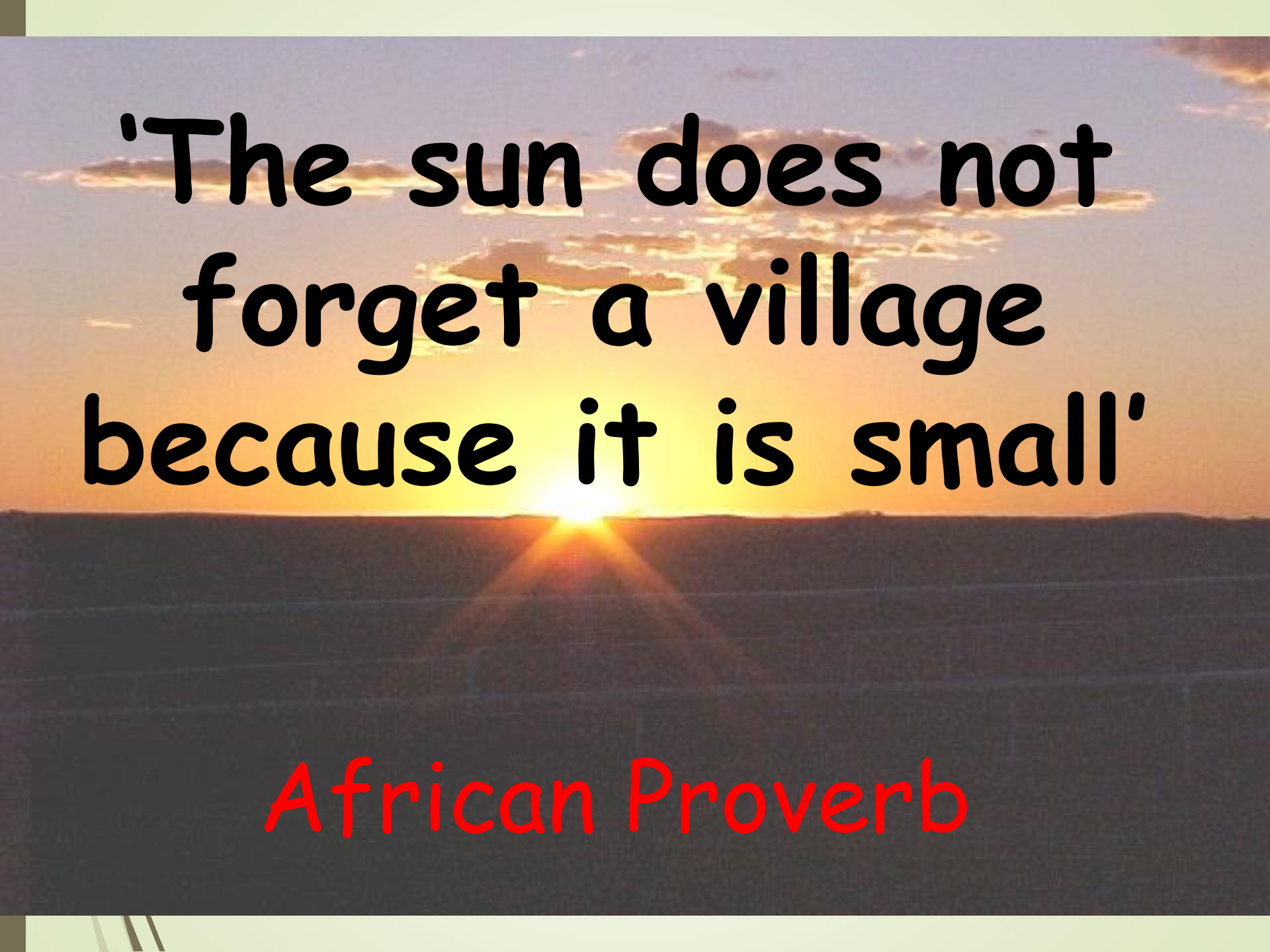
- Population, Business and Service loss
- Farm Aggregation
- Population ageing
- Educational and Health limitations
- Poor connectivity
- Travel mobility
- Housing shortages
- Access to Child Care
- Loss of social capital and community engagement
- Regional centre focus

The Loss in WA's Wheatbelt (44 Shires)

- Overall population decline since 1974
- 2001-2021- population fall of 1% per year
- Farm aggregation- 3% per year- farms doubling in size every 25 years
- 1970- 20,000 farms in WA's grain belt with farms averaging 1500ha in size, today 4000 broadacre farmers with average farm 3000ha
- Nicoletti's operation in eastern Wheatbelt includes 30 former properties across 66,000ha plus 127,000 leaseholds
- Loss of 15% of the pastoral and farming estate since 1980



628 Ghost Towns in WA!



**'The sun does not
forget a village
because it is small'**

African Proverb

Marble Bar



➤ 'Marble Bar is best known as the stinking hot joint which is always seems to get a crack in the weather report!'

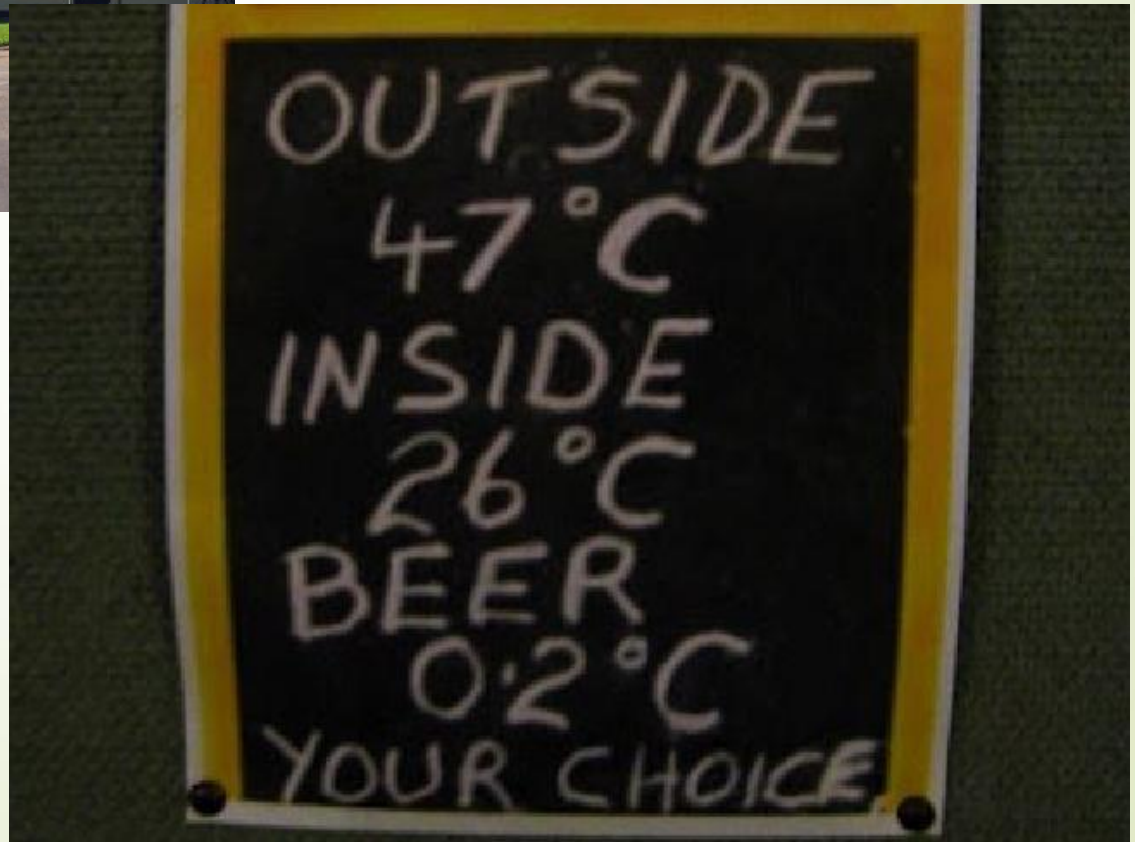
West Australian Newspaper 20/4/16







Iron Clad Pub



Marble Cup Race







Phenxx founder and chief executive Kait Tregenza in Marble Bar



'Australia's Hottest Woman' Campaign



'Australia's Hottest Woman' Campaign



'Australia's Hottest Woman' Campaign



'Australia's Hottest Woman' Campaign



The ingredients of strong, resilient, caring and enterprising rural communities



The Story of Kulin







Baby boom: Kulin mums Casey Williams with Amriah Spencer, Cindy Mullan with Parker, Steph Marh with Mae Bradford, Gen Whisson with Huxley and Elle Bowey with Will. Picture: Daniel Wilkins



DELIVERY RATES

Average number of babies in a woman's lifetime

Highest fertility rate

- 3.30 Brookton
- 3.29 Meekatharra
- 3.12 Kulin
- 3.04 Gnowangerup
- 2.96 Kununurra
- 2.75 Dowerin
- 2.70 Newman
- 2.63 Morawa
- 2.62 Moora
- 2.58 Northam, South Hedland

Lowest fertility rate

- 0.9 Perth City
- 1.10 North Coogee
- 1.26 Bull Creek
- 1.29 Mt Lawley-Inglewood
- 1.32 Murdoch-Kardinya
- 1.33 Bateman, Willetton
- 1.34 South Perth/Kensington
- 1.35 North Perth, Mosman Park/Peppermint Grove, Riverton/Shelley/Rossmoyne
- 1.40 Applecross/Ardross, Winthrop
- 1.41 Ocean Reef

Source: Australian Bureau of Statistics

KULIN SHOWS US HOW TO DO IT

KULIN is fertile in more ways than one, with ideal growing conditions for wheat, sheep — and babies.

New Australian Bureau of Statistics data reveals the women in the small Wheatbelt town — best known for its Tin Horse Highway — are among WA's most fertile.

Kulin's fertility rate was 3.12 babies born to each woman over the course of her lifetime.

It's part of a baby boom in country WA, with the top 10 most fertile locations

dotted across our vast State. In 2016, more than 35,000 babies were born in WA, including 72 in Kulin, 280km east of Perth.

Another Wheatbelt town, Brookton, has WA's highest fertility rate at 3.3.

WA's average fertility rate is 1.89. The least fertile areas were Perth CBD (0.9) and North Coogee (1.1).

Kulin Shire president and local farmer Barry West, who raised four kids with wife Peta, said the town owed its mini population boom to a

strong community spirit.

"Kulin is very accepting of new people and everyone volunteers to help out for different things like our bush race," Mr West said.

"We've got a lot of young professionals who have moved here in recent years and built homes here.

"We've got some great facilities here for young families including a strong playgroup for young parents, day care and good medical services."

Gen Whisson moved to

Kulin eight years ago with husband Ben and the couple are parents to 19-month-old son Huxley.

The 33-year-old works as a private farming consultant and is about to open a florist business.

She said her previous job as a senior project officer for Kulin Shire to help promote local tourism attractions had given her plenty of scope to broaden her skills.

"I think a lot of people tend to misjudge small country towns but there's

always so much going on," she said.

She said getting involved in volunteering was a "big part of country life".

Cindy Mullan, 33, who lives on a pig and wheat farm with three kids and husband Brenton, said the town was family oriented and had great facilities for families.

"Everyone makes an effort to include you in sporting games and kids' groups and there's a great childcare centre," she said.

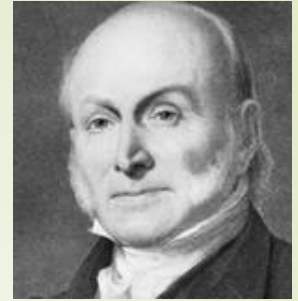
Regina Titilius

1. Local leadership

"Given the task of rejuvenating a region and the choice of \$50 million, or \$2 million and 20 committed local leaders, we would choose the smaller amount of money and the committed leaders"

(McKinsey and Company (1994) Lead Local Compete Global: Unlocking the Growth of Australia's Regions)

John Quincy Adams



**"If your actions inspire others
to dream more, learn more
and become more, you are a
leader"**





Scottsbluff Leadership Motto

If you want a year of prosperity,
grow grass.

If you want ten years of prosperity,
grow trees.

If you want 100 years of prosperity,
grow people'

TUMBARUMBA



TUMBARUMBA2KOKODA



“Kulin to Cambodia - House Building and Humanitarian Leadership Initiative”





2. Active Community Engagement and Connection

“Great communities don't just happen, they are created, nurtured and sustained by caring, connected and involved citizens”

-Peter Kenyon

Building a Park in a Day- Narrogin, 2002

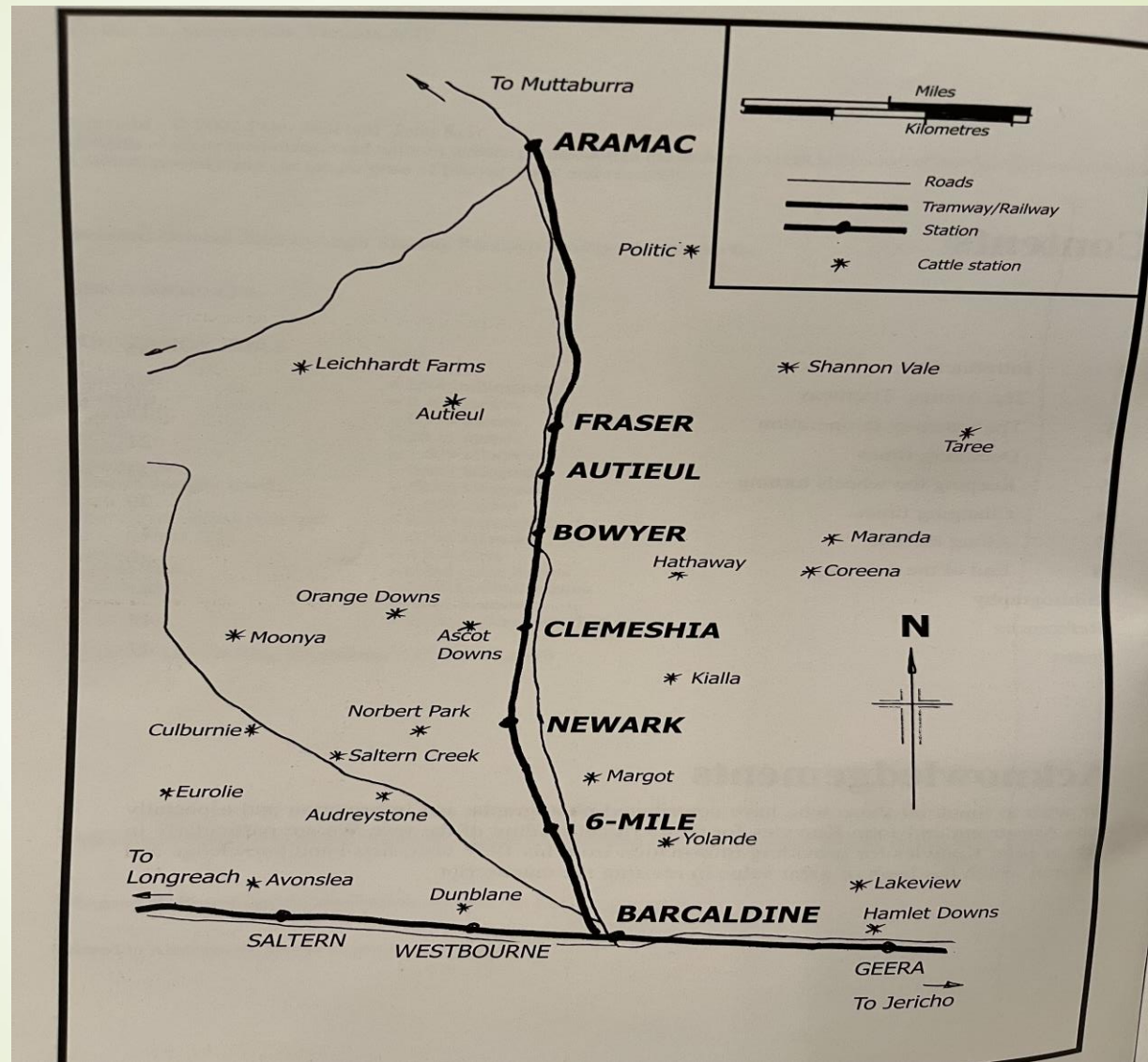


Lake Towerrinning and the Landcare Group



Aramac, Qld Tramway









➤ 'Most communities can often be compared to a football game where 30,000 people who need the exercise, turn up to watch 36 players who don't.'

-Peter Kenyon





Importance of -

- conversation
 - social connection
 - engagement
 - collaboration
- 

Mary Lou Casey



**“What most people
need is a good
listening to”**

Importance of community conversation

'One of the things we need to learn is that every great change starts from very small conversations held among people who care.'

-Margaret Wheatley





Learning Conversations



Need to actively engage these groups!







3. A positive and can-do Community mindset

*You can't move your town
to a different location, you
can move your town's
attitude in a different
direction'*

-Heartland Center for Leadership Development (USA)



'Conventional wisdom suggests that for a small town to survive it needs to be near a major highway, have significant natural resources in the region, be close to a larger city or have some other "characteristic or circumstance" working in its favour. Yet in reality, leadership is proving to be more important than location and attitude is more important than community size'

**-Heartland Center for Leadership
Development, USA**



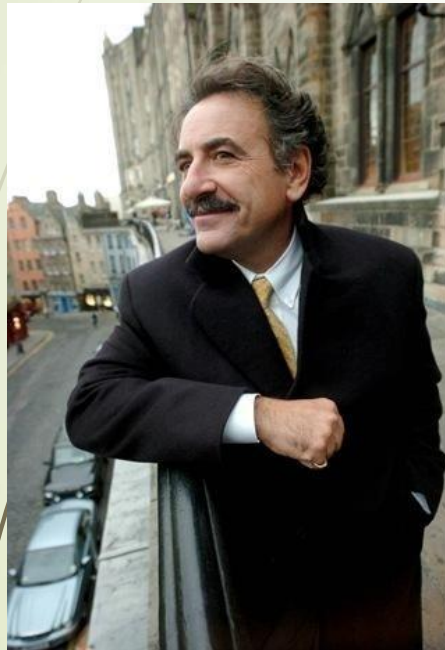
Former Mayor Vicki Buck , City of Christchurch

Vicki Buck



'I think negative people should be taxed. They require an incredible amount of energy. They're like corgis nibbling at your ankles and I'm sure they exist to show us the difference between heaven and hell.'

4. Asset and Opportunity Obsession



'The future of every community lies in capturing the passion, imagination, and resources of its people'.

(Ernesto Sirolli)

Cormac Russell



**"At the end of the day,
you cannot possibly know
what a community needs,
until they first know what
they have."**



5. Community WOW factor

**“You don’t get a
second chance at
a first impression!”**











BRANXTON LIONS CLUB



**WELCOMES
CAREFUL DRIVERS**

**We have
two cemeteries
no hospital**



**MEETS AT
GOLF CLUB
BRANXTON
1ST & 2ND TUESDAY 7:00pm**





Lamara Davis



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.”

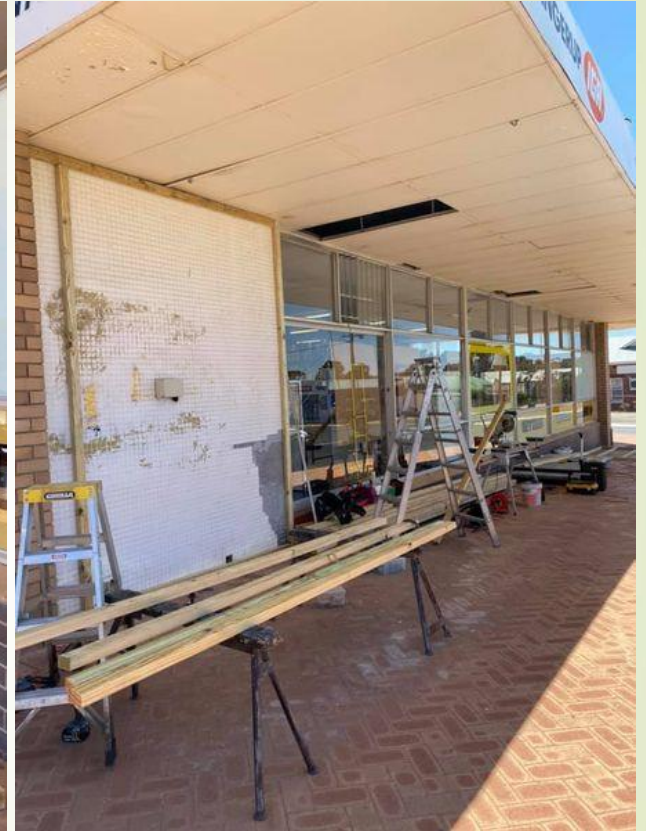
Gnowangerup 2018



GNP 360 Co-operative Launch



IGA
Before





IGA after

Artwork on IGA







THE HORSEPOWER HIGHWAY

A faded, grey background image of a vintage tractor is visible behind the title text.

FOLLOW THE TRAIL THROUGH GNOWANGERUP
TO THE STIRLING RANGE NATIONAL PARK





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





13
Im



welding crew Source: Mark Fulgueras and Florian Franco



Painting the installation Source: Mark Fulgueras and Florian Franco

13 Filipino Immigrants



**WINNER "BEST OF THE BEST" -
Australian Street Art Awards 2022**

Baby Boom in Gnowangerup





Biggest Picture Screen in Southern Hemisphere- Three Springs, WA



World's Biggest Steel Tractor Sculpture Project in Carnamah



6. Lifestyle Appeal

"People in cities are seeking the values small town folks never lost. The wholesome small town is still there! The vision of "Main Street" brings back nostalgia, a sense of community, basic moral values, concern for others, friendly people, accessible city government and involvement in community life"

-Robert Schively

Interesting Fact from Rural Canada:

**According to ESRI
Research, a new resident
brings US\$50,000 to
US\$70,000 in new
consumer spending.**



Critical Lifestyle Issues

- Good cake and coffee
- Community bumping spaces
- Childcare and early education education options
- Young Mum support and activities
- Housing
- Shopping
- Recreation options
- Child and youth facilities and activities
- Health services
- Ability to age well

Closed Sea Lake Hotel , Vic



Alison McClelland, Sea Lake Hotel Co-operative



"We've got a lot of young people here, and a lot of succession farmers, so we needed a town that has facilities, a place where they want to bring their kids up and keep the community going...it's about future proofing the town for the next generation."

Community Owned and Operated

Royal Hotel

SEA LAKE

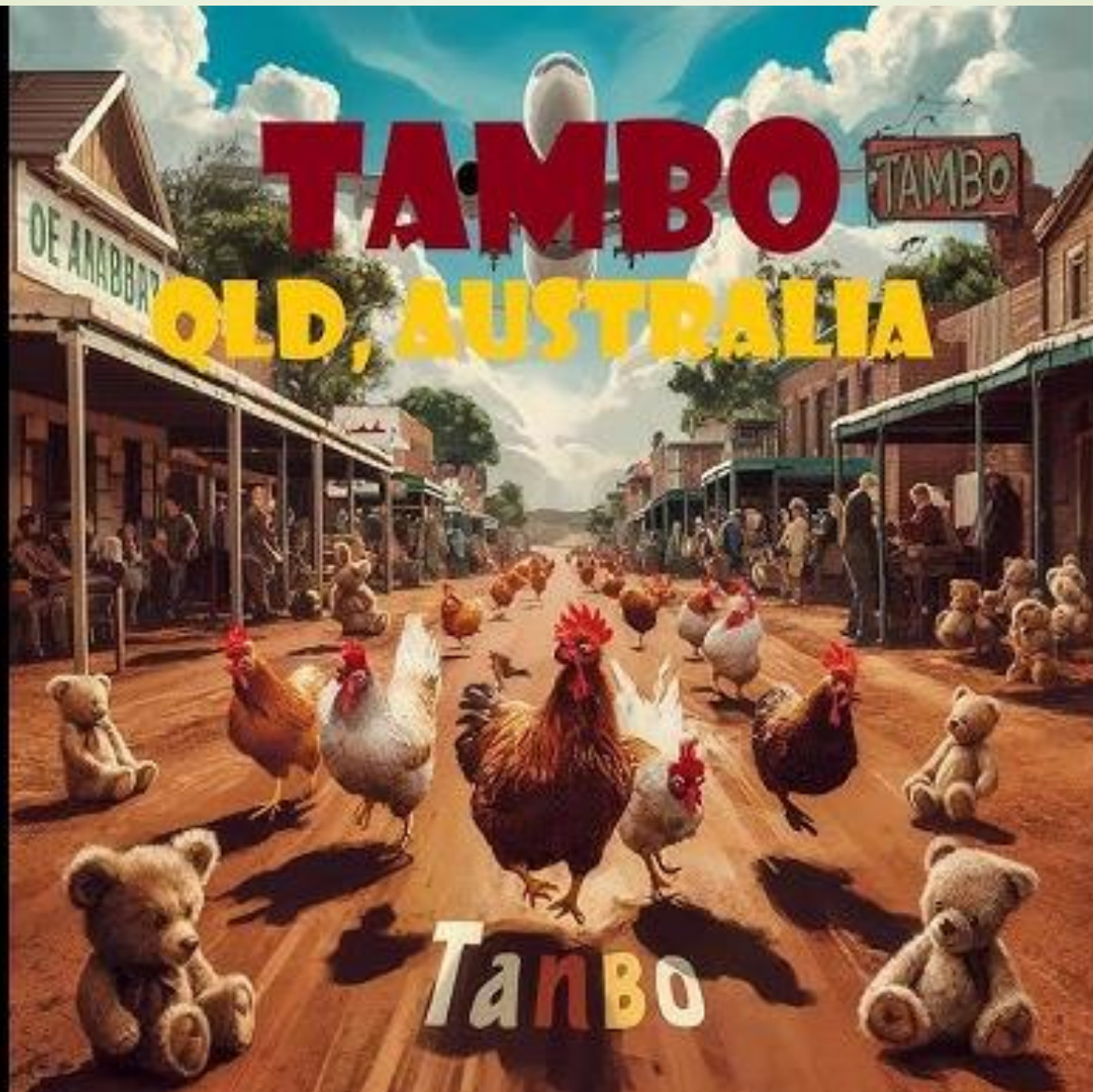


7. Support for entrepreneurial aspirations and initiatives

"Right now, in your community, at this very moment, there is someone who is dreaming about doing something to improve their lot. If we could learn how to help that person to transform the dream into meaningful work, we would be halfway to changing the economic fortunes of the entire community"

-Ernesto Sirolli















Canterbury Earthquakes, NZ





MINISTRY OF AWESOME!

**Ministry of Awesome exists
to water the seeds of
awesome in Christchurch!**



Awesome Ottawa

Awards a \$1,000 grant every month, no strings attached, to forward the interest of awesome in the universe



Nebraska Community Foundation



TURN UP YOUR DREAM SWITCH.



Nebraska Community Foundation

“We unleash abundant local assets, inspire charitable giving, and connect ambitious people to build stronger communities and a Greater Nebraska”

Ingredients of a Strong Community

- Local leadership
- Engaged and connected community
- Positive and can-do community mindset
- Asset and opportunity obsession
- Community WOW factor
- Livability appeal
- Support for entrepreneurial aspirations and initiatives

Marcel Proust



"The real voyage of discovery consists not in seeking new landscapes, but in having fresh eyes"



Coffee Break