

“Humour and Creativity for Reviving Small Towns” by Dimitrius Papalexis, Soulgen

Here are some tips to help mobilize humour and creativity in your small town or community:

- **Know the Local Quirks:** Every town has its unique stories. For instance, Mundaring Weir boasts the world’s longest pipe—how can you incorporate that into your community’s narrative?
- **Talk to Your Locals:** Community leaders and volunteers have a wealth of tales. Engage with them and listen to their stories; you’ll be surprised at what you discover.
- **Laugh Often:** Sharing a laugh is a powerful way to create connections and relieve stress. Make it a regular practice!
- **Be Spontaneous:** Allow yourself to step out of your head and into your body. Embrace the moment!
- **Be Silly:** Consider hosting a festival of silly ideas or even a “Worst Idea Competition.” It can be a great way to foster creativity and fun.
- **Be Creative:** Encourage expressions of uniqueness through poetry, drama, photography, or other art forms.
- **Embrace Optimism:** Focus on possibilities and avoid the “CAVE people” (Citizens Against Virtually Everything).
- **Turn Your Passion into Work:** When you do what you love, it doesn’t feel like work at all.
- **Remember Laughter’s Power:** It transcends cultures and breaks down barriers, making it the ultimate equalizer.
- **Ask Yourself:** If you were the funniest person in the town, what would you do? Ask others the same question to generate ideas.
- **Include Laughter in Asset Mapping:** Make laughter and humor part of your community asset mapping.
- **Develop a Laughter Strategy:** Incorporate laughter into your evaluation process. Track how many people smile in your community as an indication of a healthy community.

Laughter and creativity are contagious; they can transform not just the mood but the entire energy of a team, town, or community. So let’s start laughing more today—because each moment is an opportunity to be our unique selves!