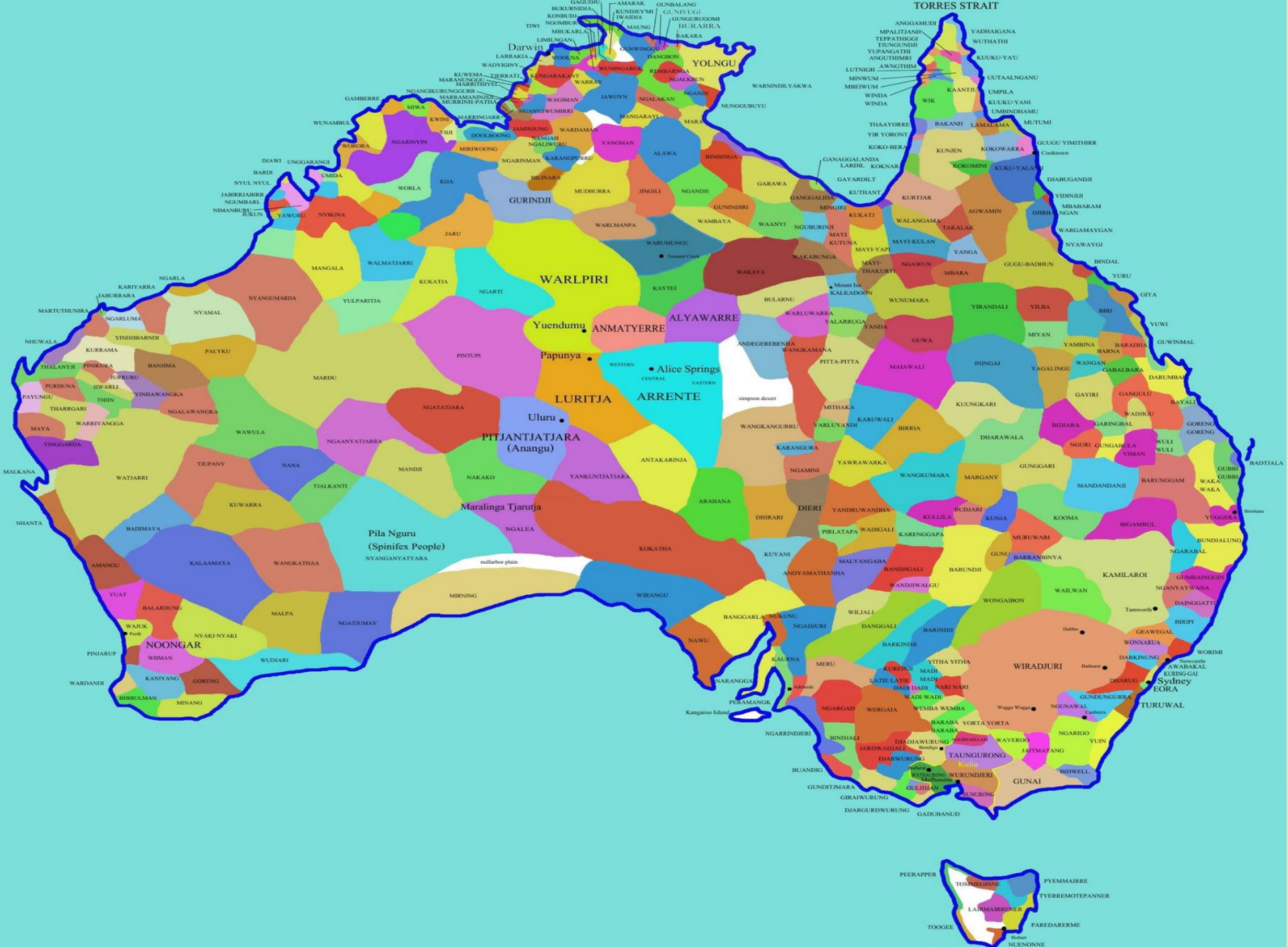
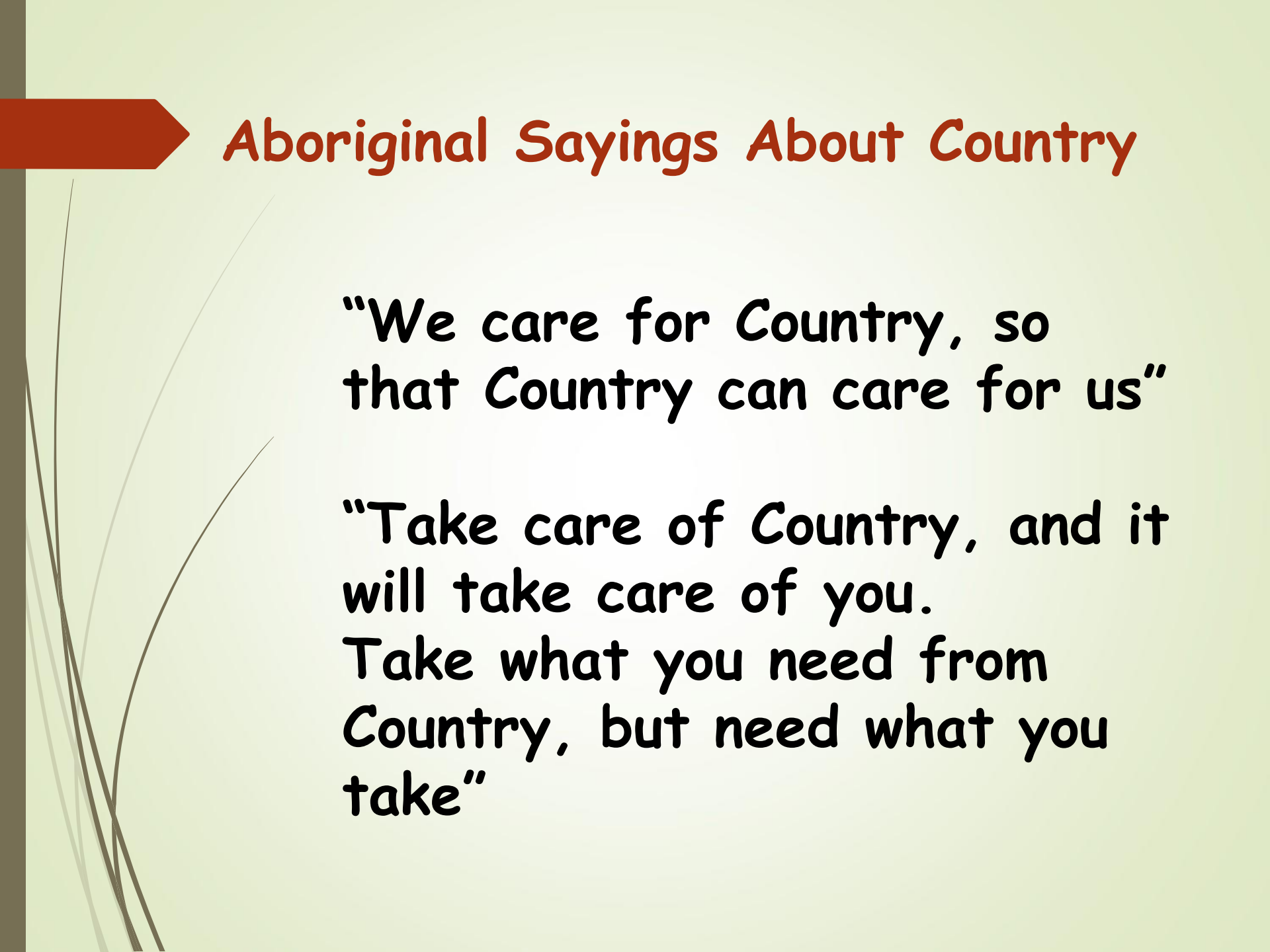


"Stop Waiting for Cavalry- Build Your Community from the Inside Out'



**Presenter: Peter Kenyon, Bank of
I.D.E.A.S.**





Aboriginal Sayings About Country

**"We care for Country, so
that Country can care for us"**

**"Take care of Country, and it
will take care of you.**

**Take what you need from
Country, but need what you
take"**



**'Our passion is
communities where
everyone matters,
belongs and
contributes'**

“I am a community enthusiast and social capitalist!”



1. Spending time with people who care about rural and remote Australia.



Marble Bar



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

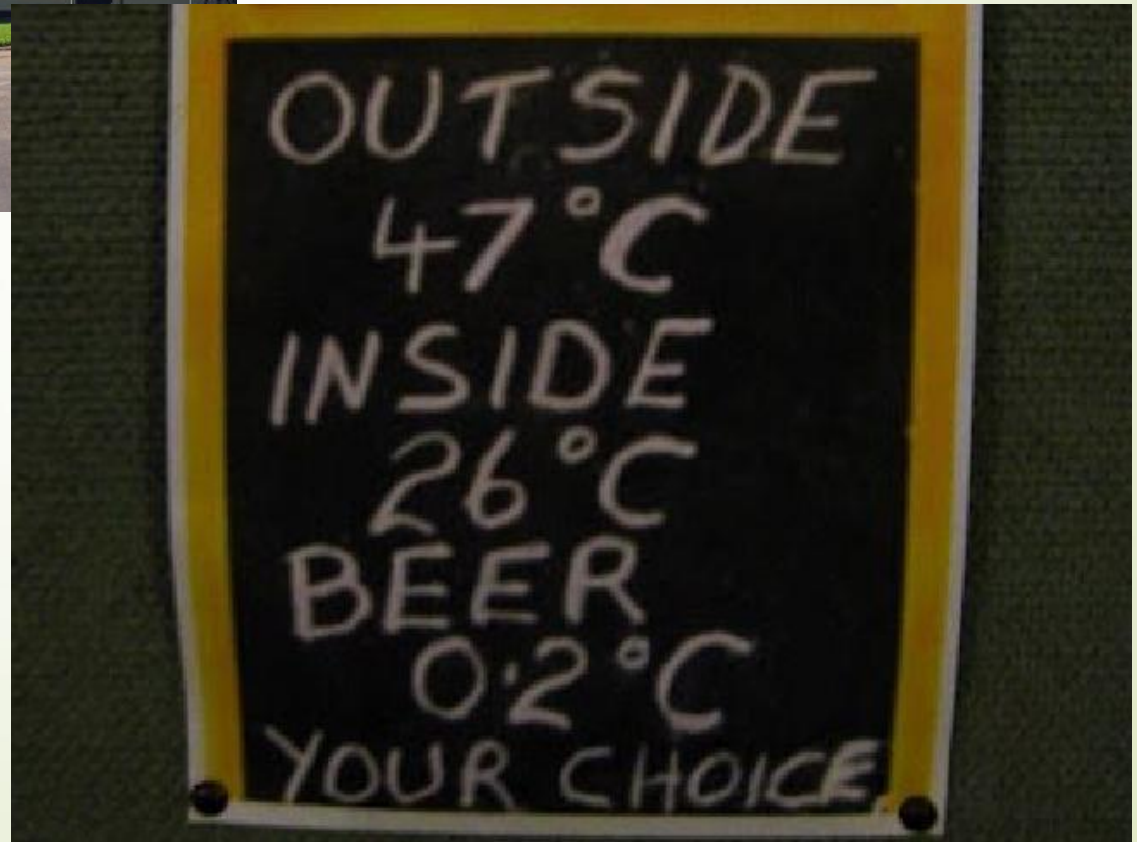
West Australian Newspaper 20/4/16







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



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



3. Spending time challenging current prevailing community development philosophies!





Current Dominant Community Development Model

'Top Down, outside in'

Focus on weaknesses, deficiencies,
needs and disabilities

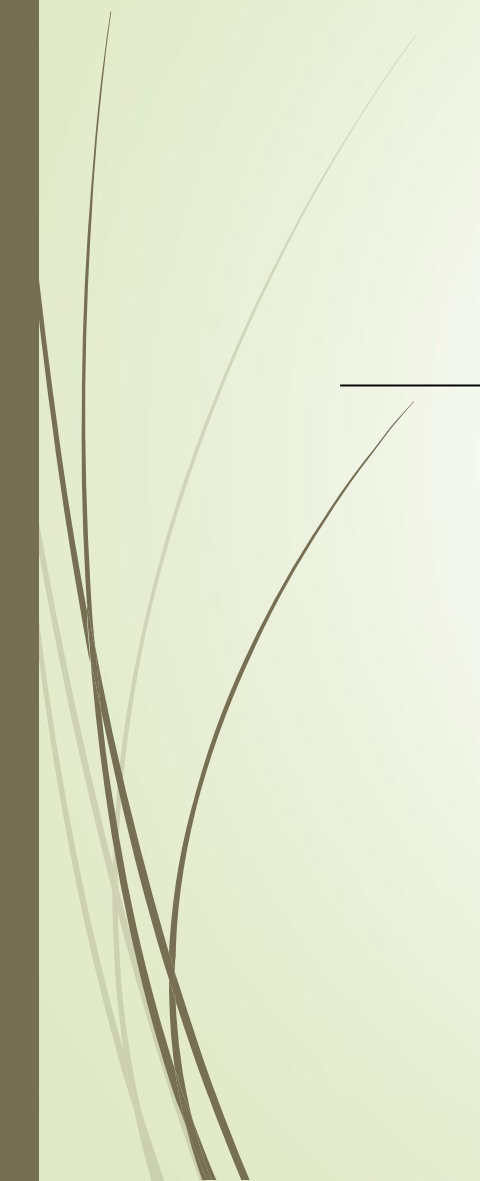
Services and programs are the answer to
community needs

Consumers/clients/customers/patients

Silo provision

Focus on servicing of community

Dependence on outside professionals



TO

FOR

Community Power

'I work from the firm belief that "whatever the issue, community is the answer."'

-Margaret Wheatley



John Kania, Co creator of Collective Impact



"Community has the power to change everything. No amount of innovation, individual brilliance, or money can transform our broken society as effectively and sustainably as building community"

Building a Park in a Day- Narrogin, 2002

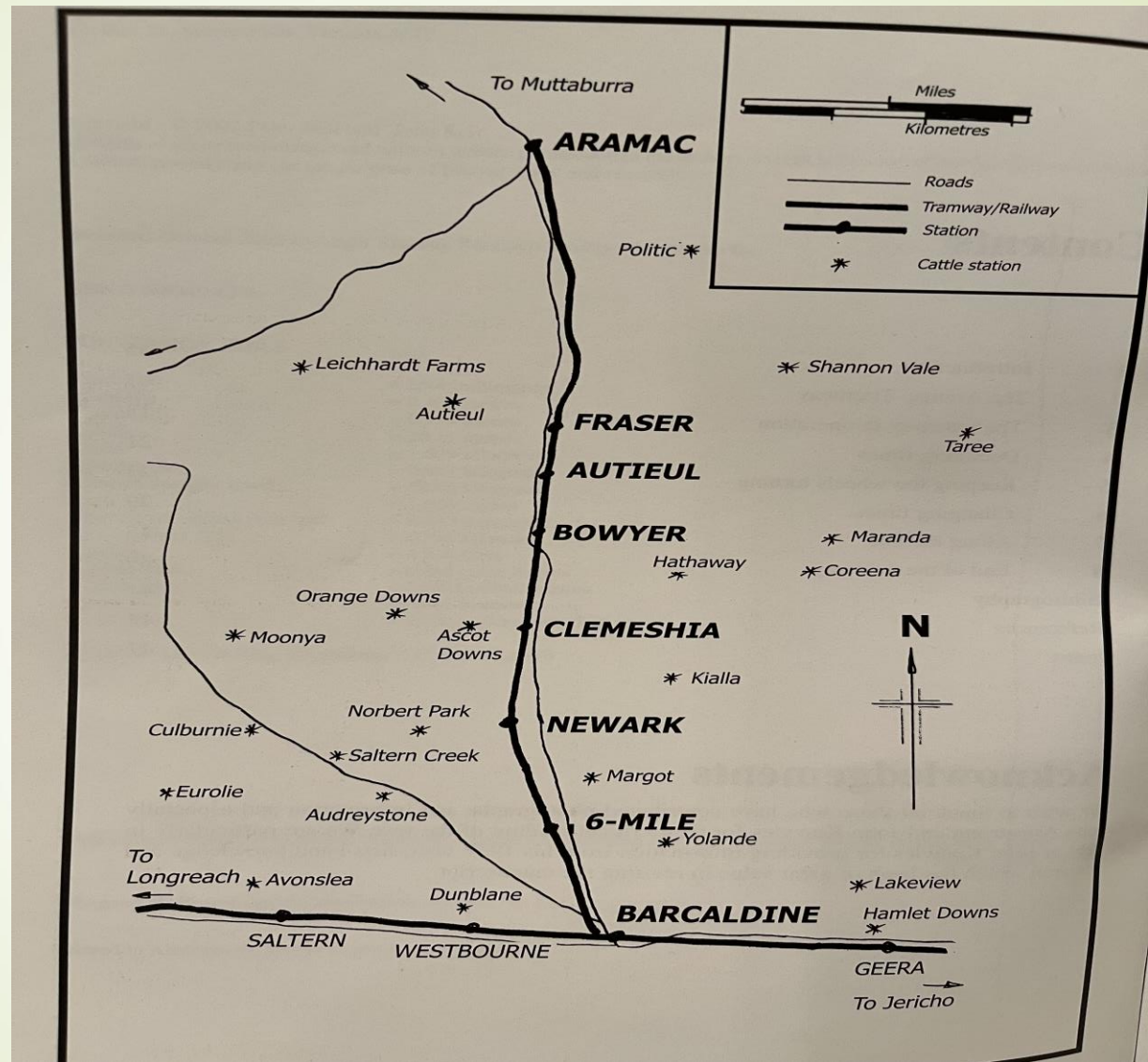


Lake Towerrinning and the Landcare Group



Aramac, Qld Tramway







Social hub: Coorow residents Emma Gladman, Victoria Syme, John Stacy, Trevor Just, Tim Broun and Bruce Cunningham are ready to set to work on the local hotel, which now belongs to the town's population of 240. Plans are afoot to restore the 1930s building to its former grandeur. PICTURE: MAL FAIRCLOUGH

A local hotel owned by local people

■ By Andrew Gregory

THE tiny Wheatbelt town of Coorow grasped its future in its own hands by buying the local hotel last month.

An award-winning community organisation plans to restore the 1930s establishment to its original condition.

Coorow Community Land Incorporated committee members said the old watering

came from a grant from the Federal Government's historic hotels program.

The hotel is the meeting point for the town, situated on the cusp of the Wheatbelt and Mid-West regions, about 270km north of Perth.

Unlike most city hotels, it was a place to entertain the whole family with a games room and playground at the rear.

Now that its ownership is secured, the

town — at the third Community Clean-Up Day.

Chairman John Stacy said the hotel needed a lot of work because it had slowly deteriorated over the years.

Small rural communities like Coorow relied on sporting events and the local hotel for their social gatherings, according to Mr Stacy.



Byford
& Districts
**Community
Bank® Branch**



Bendigo Bank

Phone 9525 0897



Community Bank Movement

**Supporting
our community.**

Alice Springs

Community Bank® Branch

Shop 25 Coles Complex, 26 Bath St.

Phone 8952 7517



Bendigo Bank

Bigger than a bank.

- 323 Community Banks across Australia.
- >\$50 billion worth of business on their books.
- have contributed >\$175 million back to their communities over the last 25 years.
- 1950 Directors of Community Banks (almost all volunteers)
- 74,914 local shareholders that provided the capital for them to open,
- >1500 staff employed







**‘We have simply
outsourced
citizenship!’**

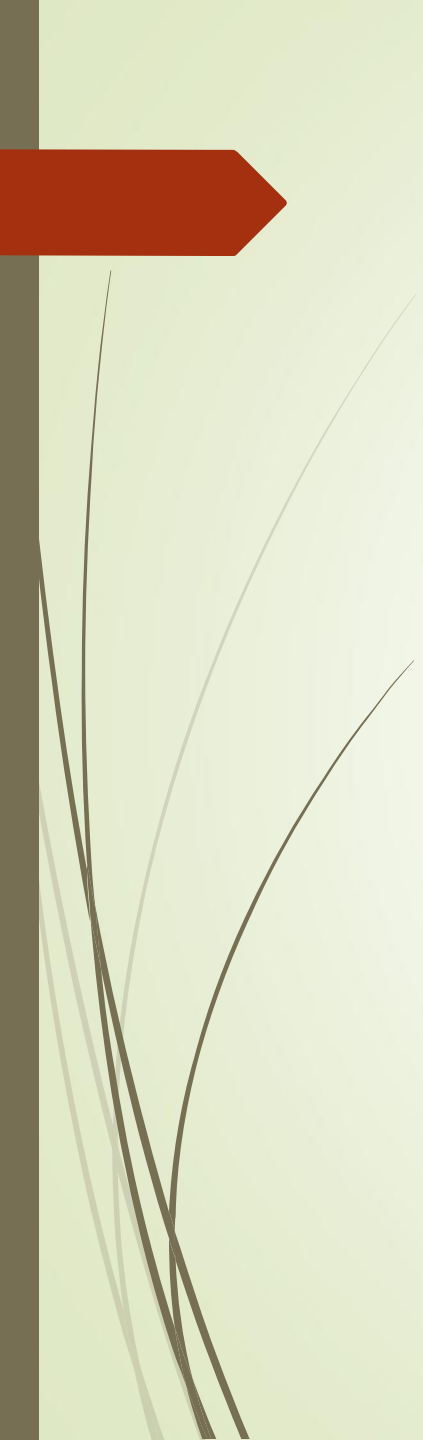
-Peter Kenyon



➤ '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





We need to move our development model from focusing on "TO" and "FOR" community to "WITH" and "BY/OF" community.



TO

FOR

WITH

OF / BY



**Jody
Kretzmann**

**John
McKnight**

Tell us a story.....

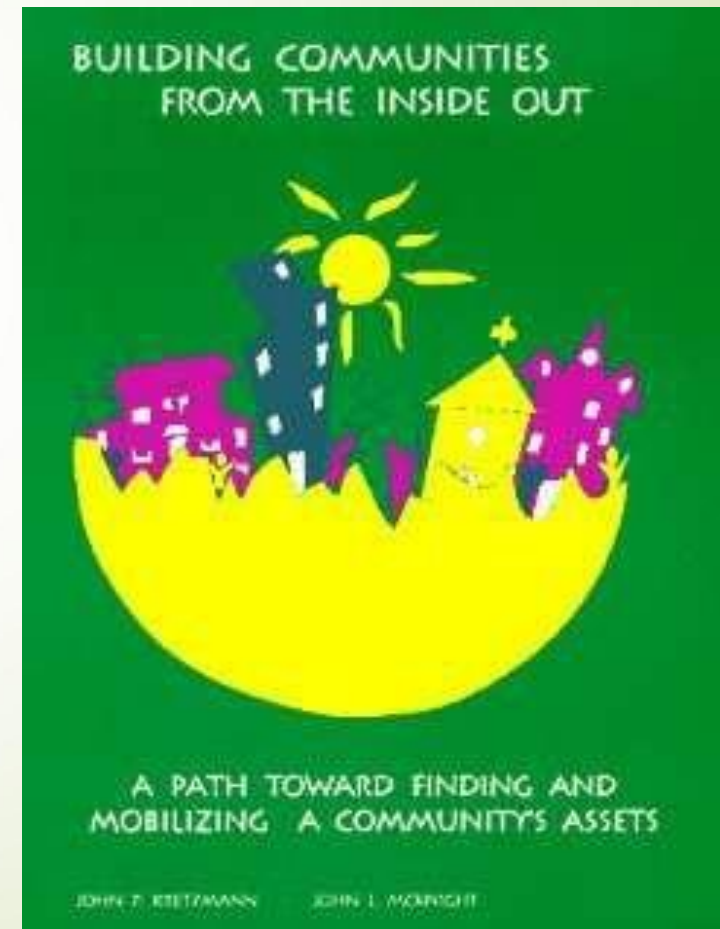
**‘Can you tell us a story about a time
when you and your neighbours came
together to make things better?’**



Jody Kretzmann

John McKnight

**Asset Based Community
Development Institute.
Chicago, USA**



Current Community Development

'Top down, outside in'

Weaknesses
deficiencies, needs

Disabilities

Consumers/clients/customers
of services and programs

Silo provision

Servicing of community

Dependence on outside
professionals

Asset Based Community Development

'Inside out'

Strengths
assets, opportunities

Abilities, capacities

Citizens/co-producers/co-
owners of local initiatives

Collaboration, relationships,
networking
Strengthening of community

Importance of community
relationships
Leadership by 'stepping back'

Consumers

Clients

Customers

Service Users

Producers

Co-Designers

Citizens

Contributors

TWO PATHS - TWO SOLUTIONS

NEEDS
(what is not there)

Services to meet needs

Clients/Consumers

Programs are the answer

ASSETS
(what is there)

Connections and contributions

Citizens

Local people are the answer

Mike Green



‘Strong communities are created when citizens are the producers of their own future. They can not be replaced. No professional, institution, business or government can substitute for the power, creativity or relevance of productive citizens’

Cormac Russell



“Change starts with the belief that there is no one group with all the problems who are rescued by another group with all the solutions and resources. There is no them and us. There is only us”



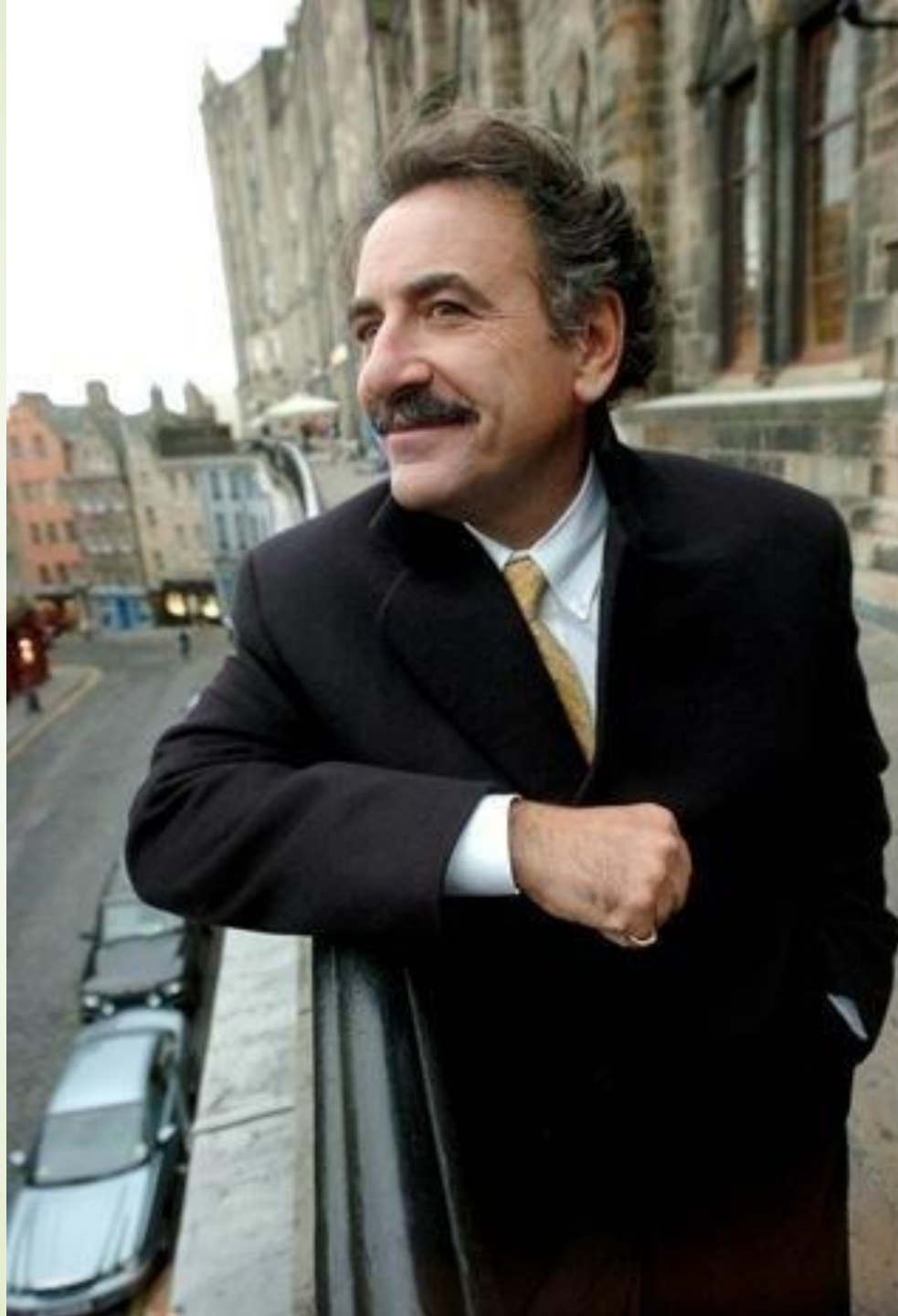
**If you've come to help me,
you're wasting your time.
But if you've come
because your liberation
is bound up with mine,
then let us work together.**

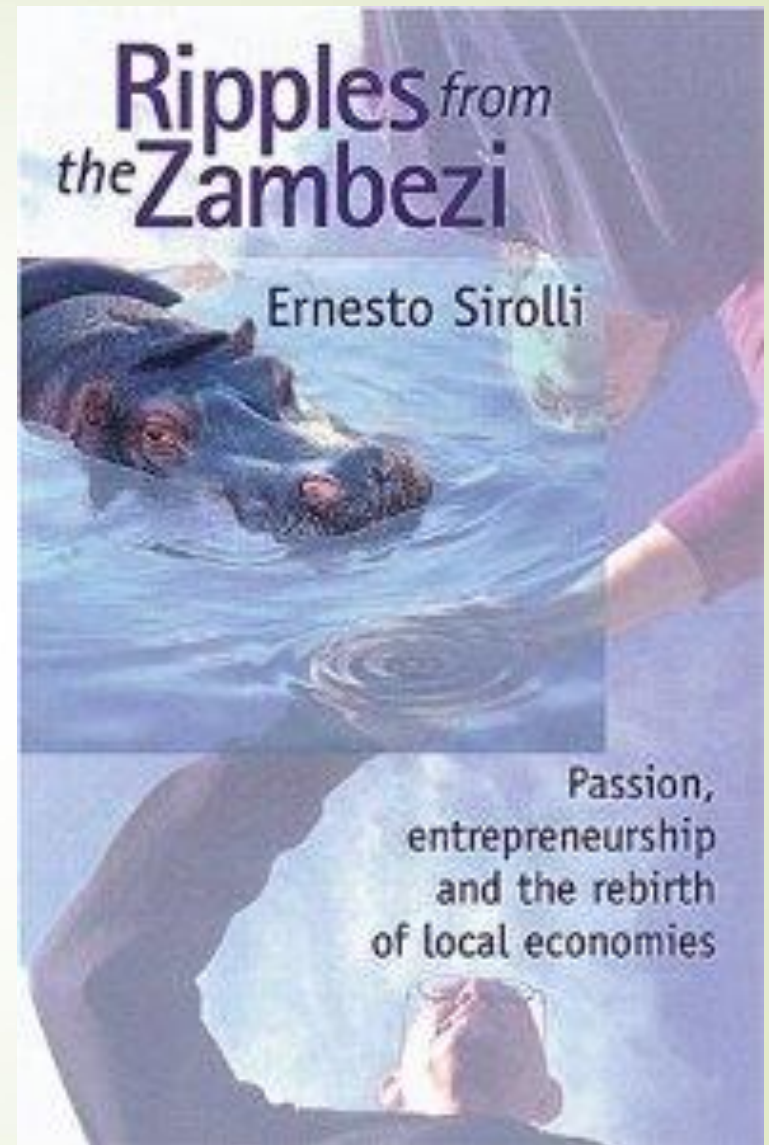
**Lilla Watson, Aboriginal
educator & activist, Australia**

Hon Ken Wyatt,
Former Minister for Indigenous
Australians



“We have got to stop doing things ‘to’ Indigenous Australians and instead ‘do with’... Governments can facilitate, but let the energy of response come from the community level”.



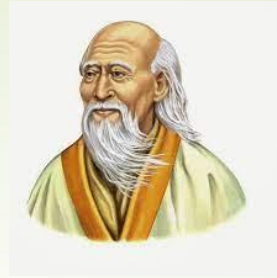




'The future of every community lies in capturing the passion, imagination, and resources of its people'.

(Ernesto Sirolli)

Lao Tze



‘Go to the people
Live among them
Learn from them
Love them

Start with what they know
Build on what they have

But of the best leaders when their task
is done

The people will remark
“We have it done it ourselves” .

Harold Flaming

Former OMAFRA

Staff Member



**'The wisdom of the
community always exceeds
the knowledge of the
experts'**

**‘If we are wise,
we will help the
people everywhere
to get the good
and abundant
life...to become
masters of
their own destiny’ .**

**(Rev Dr Moses M
Coady)**



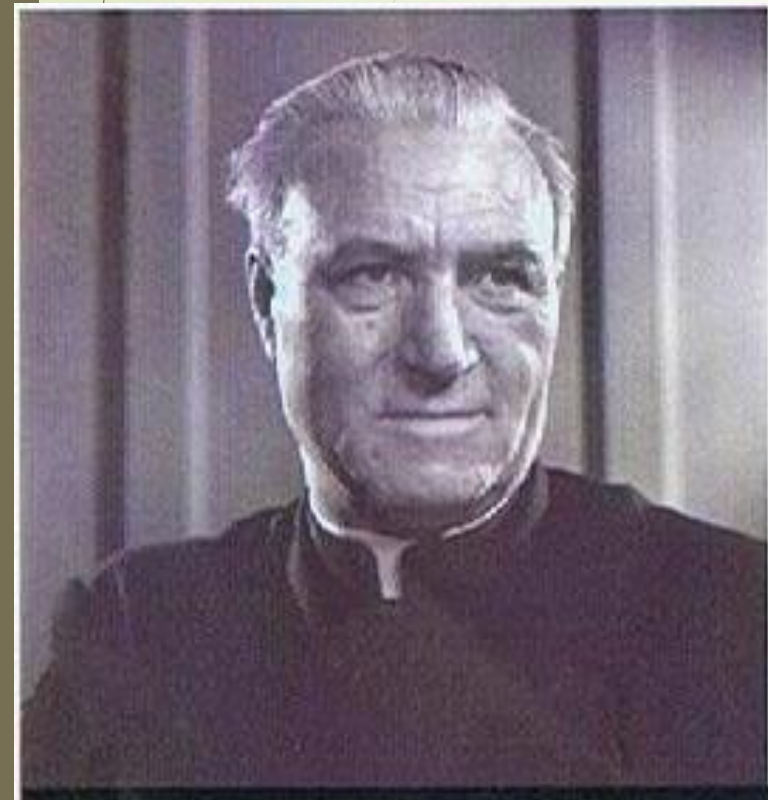
MASTERS OF THEIR OWN DESTINY

The Story of the Antigonish
Movement of Adult Education
through Economic Cooperation

By M. M. COADY

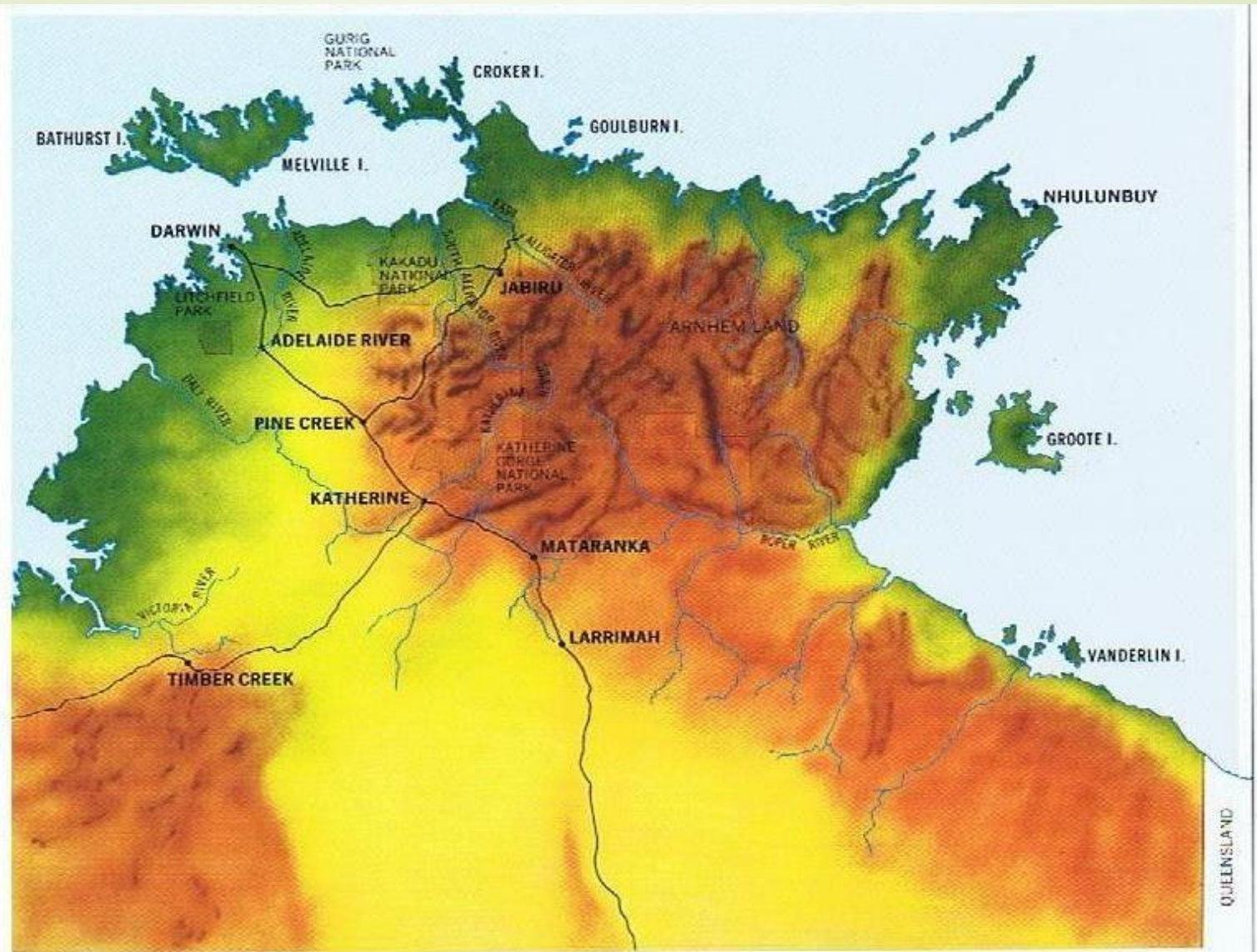
The Director of Extension of St. Francis
Xavier University in Nova Scotia here tells
the heartening story of a successful effort
to educate the people by assisting them
to become masters of their own destiny
through cooperation in the economic field.

HARPER & BROTHERS • EST. 1817



**‘We are motivated
by what we don’t
have, to use what
we do have,
to get
what we want’.**

(Rev Dr Moses Coody)

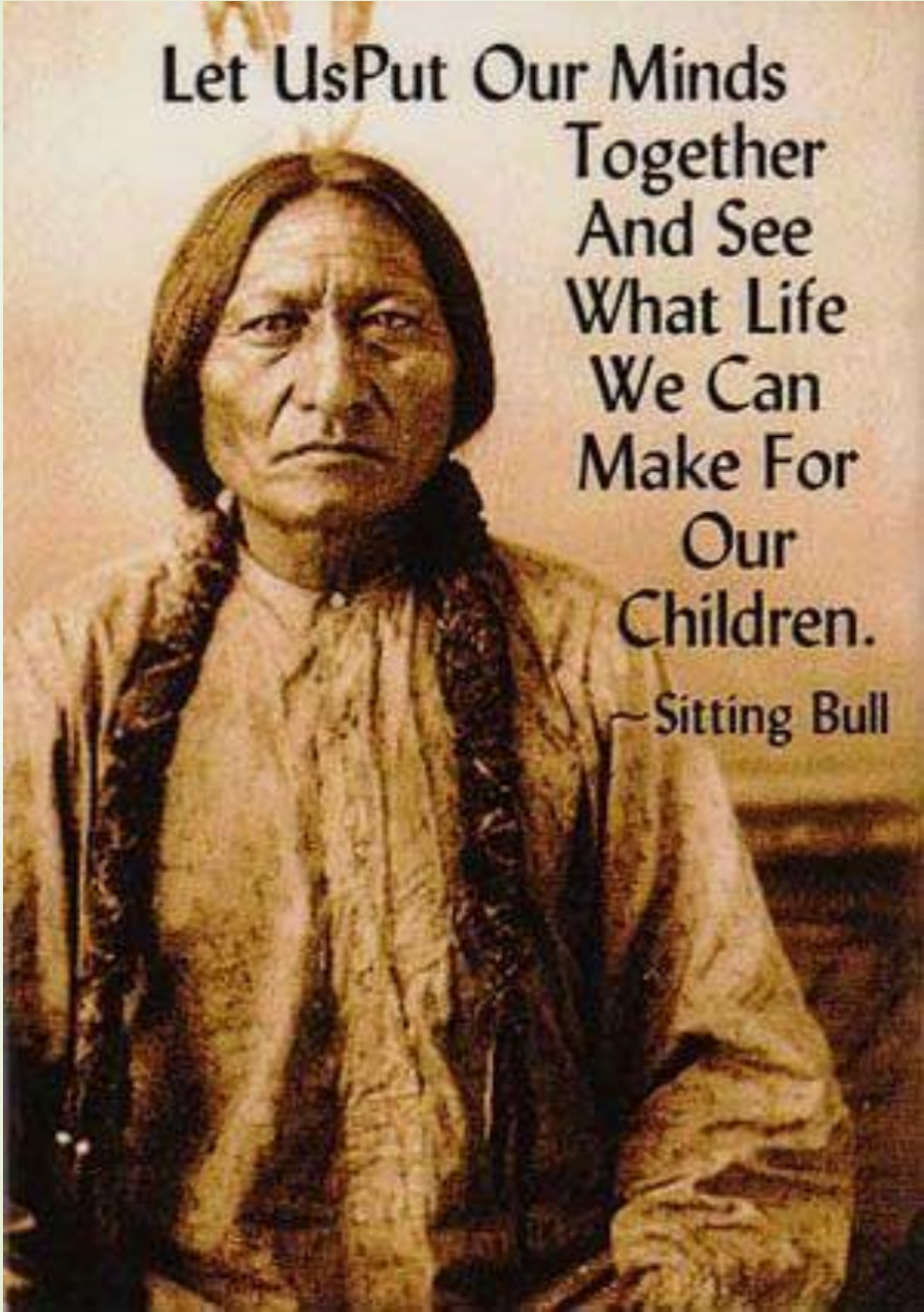


Mudginbadi, Kakadu



It's all about these guys
and their futures





Let Us Put Our Minds
Together
And See
What Life
We Can
Make For
Our
Children.

— Sitting Bull



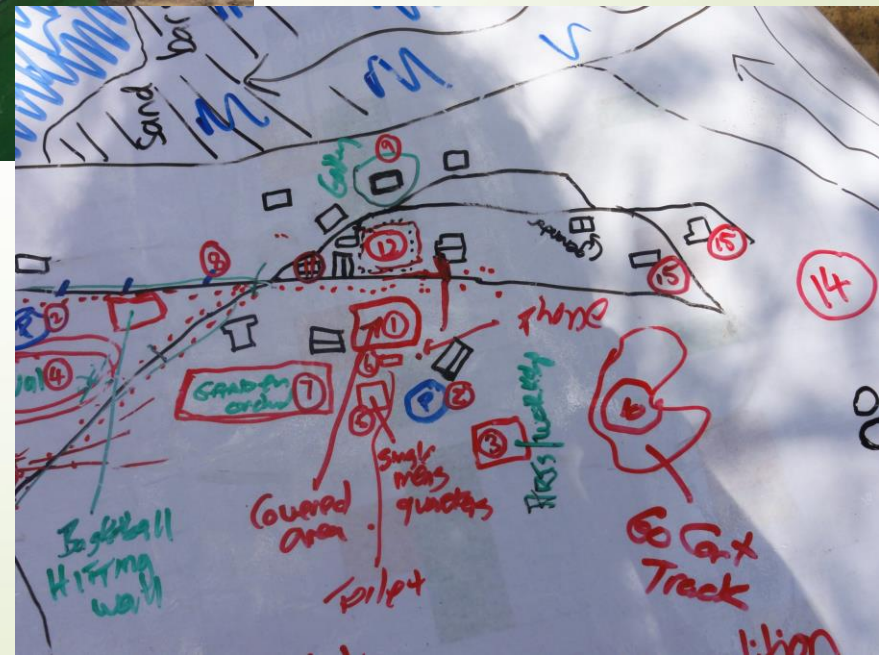










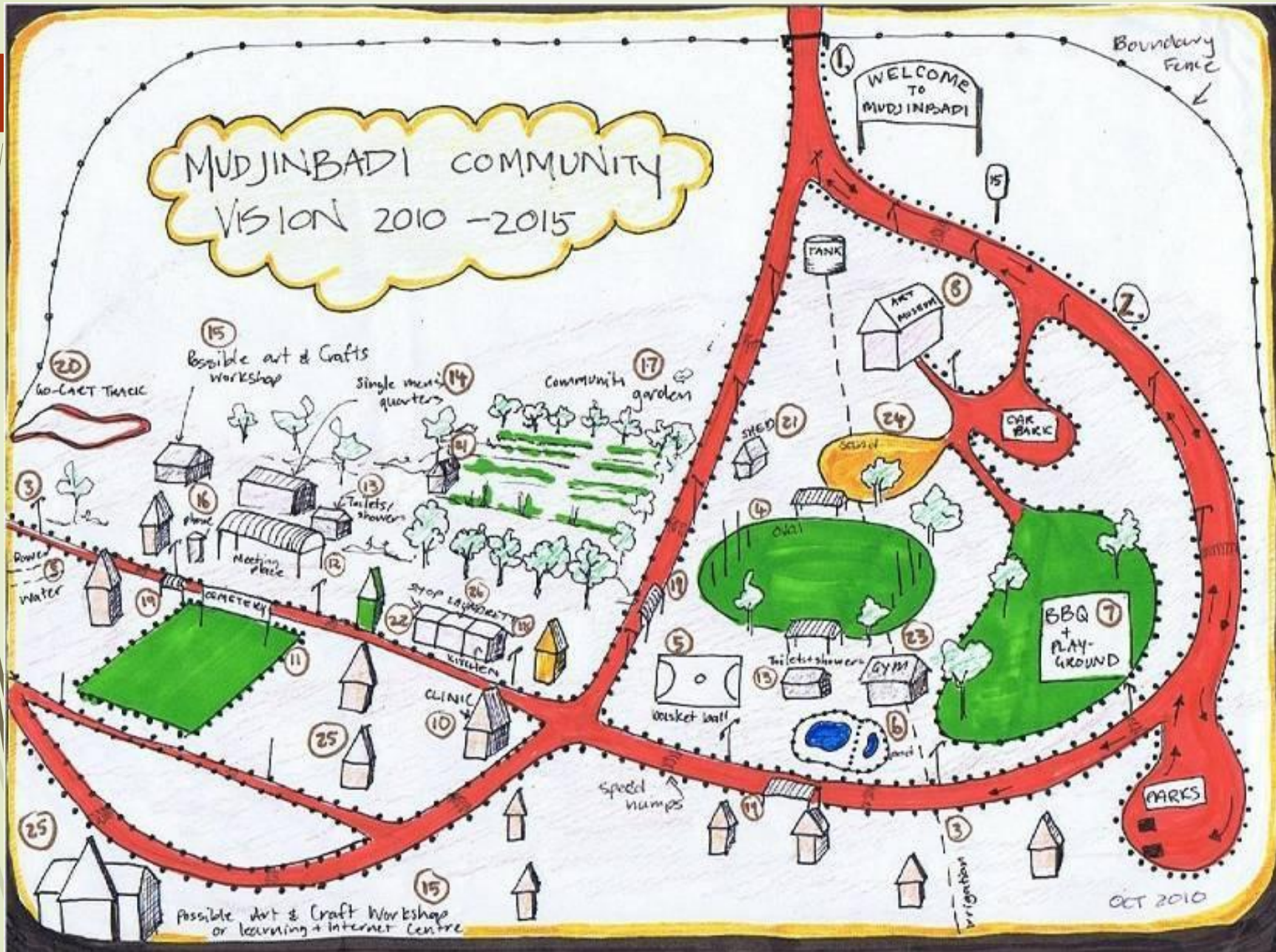








MUDJINBADI COMMUNITY VISION 2010 - 2015



Mudjinbadi Community Vision 2010 - 2015







Key Learnings:

- ❖ Don't do anything for anyone, that they can do for themselves.
- ❖ Start with what is strong, not wrong.
- ❖ Many community assets remain hidden- our task is to make the invisible, visible.
- ❖ Everyone cares about something and its their motivation to act.



Key Learnings:

- ❖ More conversations, less meetings!
- ❖ Less services, more community.
- ❖ Communities are untapped reservoirs of possibility.

The Story of Kulin











Lamara Davis

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 Titellus

1. Continually generate 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”

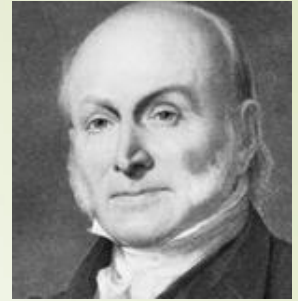
(McKinsey and Company (1994) *Lead Local Compete Global: Unlocking the Growth of Australia's Regions*)

Mike Green



"Every community that is getting stronger has at its centre, an effort to build up a wider circle of people who choose to take action for the common good."

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. Activate community engagement and connection

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

-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. Ensure 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**



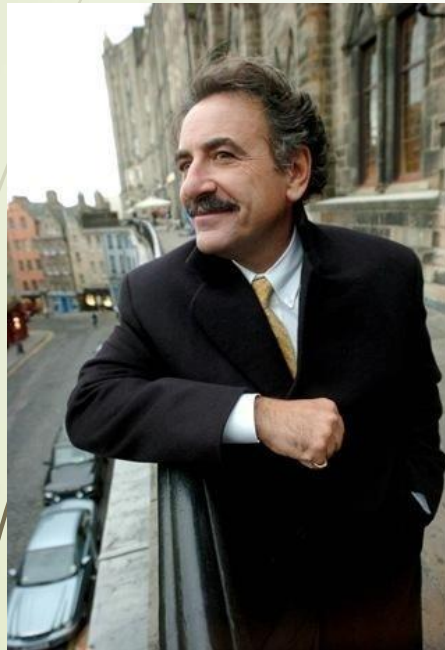
Former Mayor Vicki Buck , City of Christchurch

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.'

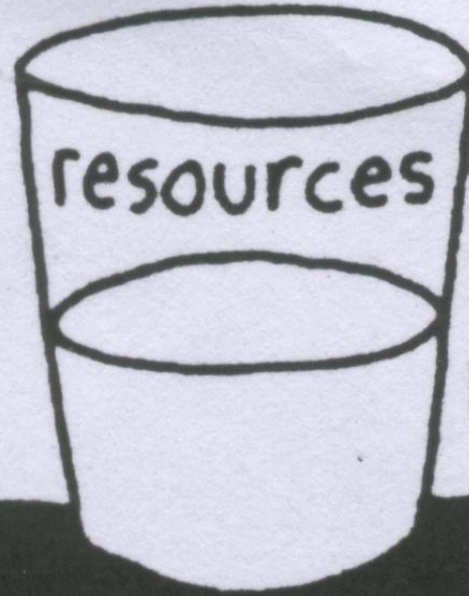
4. Be asset and opportunity obsessive!



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

(Ernesto Sirolli)

We're
half
empty.



We're
half
full.



COMMUNITY NEEDS MAP

Unemployment

Loss of
Community Spirit

Illiteracy

Dysfunctional
Families

Welfare
Dependency

Vacant
Shops
Run
Down
Shopping
Centre

Child
Abuse

Bullying

Crime

Truancy

Mental
Health

Graffiti

Alcoholism
Drug Abuse

Youth
Suicide

Homelessness

Early
School Leavers

COMMUNITY ASSETS MAP

Local
Businesses

LOCAL INSTITUTIONS & RESOURCES

Schools

COMMUNITY ASSOCIATIONS

Service
Clubs

Neigh -
bourhood
House

GIFTS OF INDIVIDUAL

Ovals

Churches
Mosques
Temples

Young
People

Senior
Citizens

Artists

Local
Council

All
Residents

Labelled
People

Community
Organisations

Sporting
Teams

Hospital

Local Facilities

Community
Stories

Government
Agencies

Community Skills and Passion Audit

Our organisation seeks to inspire and support local residents to discover the strengths and opportunities of our local community, and engage in community projects that 'make a difference'. This audit sheet seeks to identify community residents who may be able to share their interests and experiences with students.

Any information shared will only be shared with your permission.

Name: _____ Today's Date: _____

Position: _____

Address: _____

Contact No: _____ Email: _____

Please list 2 – 4 things in each category – things you are happy for us to know about you.

HEAD (things I know something about, and would enjoy talking about, or teaching to others about, e.g. local history, conservation, business management etc)

HANDS (things I know how to do and enjoy, e.g. project organisation, gardening, painting, rock climbing, cooking, jewellery making, using the internet, sign language etc)

HEART (things I care deeply about, e.g. environment, intergenerational activities, animal welfare, women's rights, youth unemployment etc)

COMMUNITY INVOLVEMENT (groups / committees / clubs I am a part of)

Please return your completed form to our group postal (_____) or email (_____). This information will be kept on file and stored in the school office. Information can be updated at any time.

(Inspiration for this form came from the LEAD ON Organisation in Bendigo, Victoria)



HEAD

**Things I know
something about,
and would enjoy
sharing**



HANDS

**Things I know how
to do and enjoy**



HEART

**Things I care deeply
about**



HEAD

Health & Nutrition

Don –
dblack@gmail.com



HANDS

Public Speaking

Don - dblack@gmail.com



HEART

**Youth
Empowerment**
Don –
dblack@gmail.com





PEOPLE ASSETS

Passions | Interests | Skills | Connections

INSTITUTIONS

Gov't Agencies | NCO's | Schools | Houses

PHYSICAL ENVIRONMENT

Green Spaces | Public Spaces | Structures
Key Buildings

LOCAL ECONOMY

Formal & Informal Buildings | Markets
Buy & Swap Opportunities

ASSET MAP



SOCIAL NETWORKS

Clubs | Local Associations | Informal Groups

CULTURAL ASSETS

Stories Of Pride | Heritage | Cultural Activities
Multicultural Expressions

RURAL
(aid)





Learningsites

www.abcdelarningsites.com.au



We want your BIG Ideas

Do you have a really cool idea for your community ?

What awesome ideas do you have to make the place where you live more fun ?

What will help make your dreams for the future come true ?

It can be anything really ... just tell us what you think would make your community a better place for kids to live, play and basically just hang out in.



My BIG idea for our community is ...

And I could contribute to making it happen by ...



Name :

Contact phone/email :

Paper & Sand by Chloe



Saturday, July 26, 14

Paper & Sand by Chloe



Saturday, July 26, 14

Paper & Sand by Chloe



Saturday, July 26, 14

Paper & Sand by Chloe



Saturday, July 26, 14

Cormac Russell



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



5. Build 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 7:30pm**



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.”

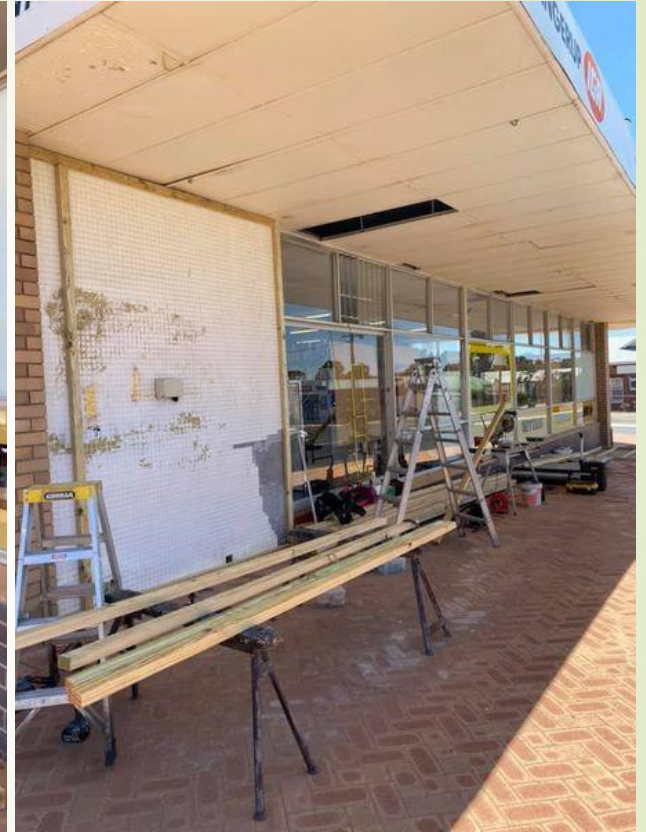
Gnowangerup 2018



GNP 360 Co-operative Launch



IGA
Before





IGA after

Artwork on IGA





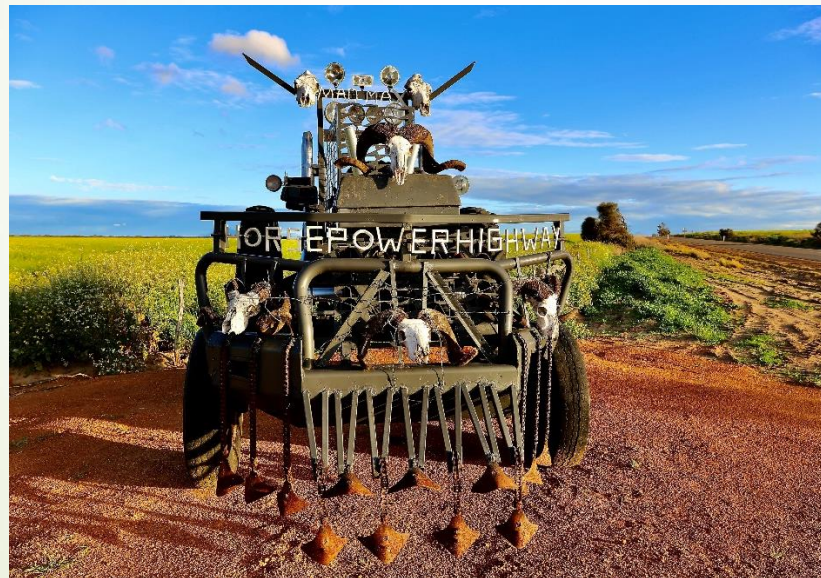


THE HORSEPOWER HIGHWAY

A faint, 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



Carnamah, WA





New Public Art in Aramac, Western Qld





Hundertwasser
Public Toilets in
KawaKawa, NZ



6. Create 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 options
- Secondary education options
- Young Mum support and activities
- Housing
- Shopping options
- Recreation options
- Child and youth facilities and activities
- Adequate health service support
- Ability to age well

Closed Sea Lake Hotel , Vic



This was their Motivation and Vision



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



'Staying in Place' initiatives of two Small Towns



'Bell Cares' in Bell, Qld



'Somerset Alliance' in Pingelly, WA

Pingelly Ageing in Place Initiative

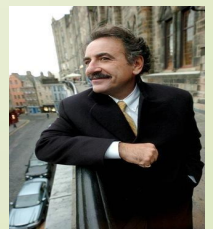
After 2.5 years -

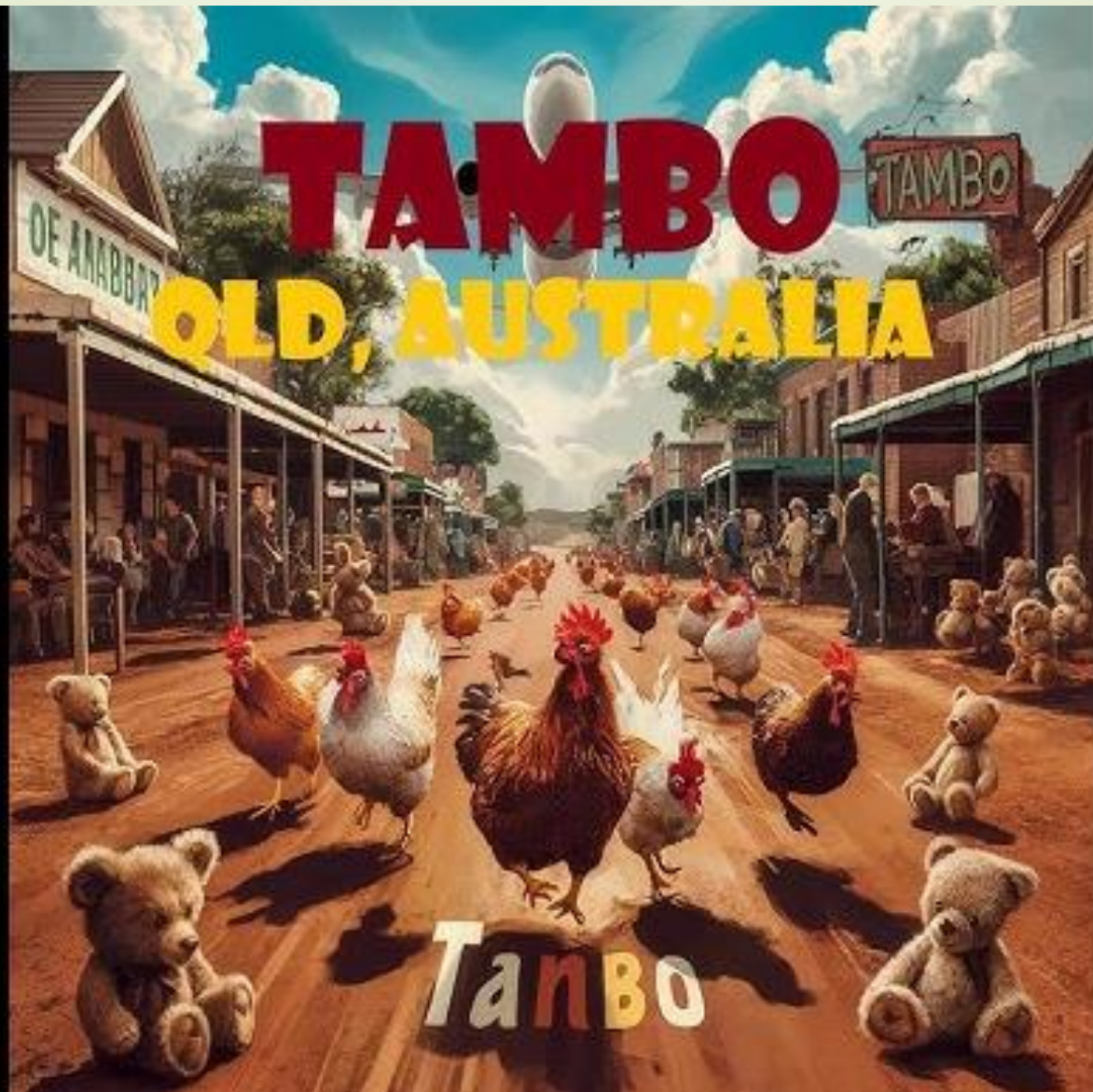
- **75 supported people on packages**
- **50 contractors - all local**
- **value of annualised packages
to the local economy = \$3.5 million**
- **Income to local organising group=
\$360,000 per year.**

7. Provide 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

















RED EARTH COMMUNITY FOUNDATION

**Investing in people as a catalyst for a thriving
Burnett Inland**



"Red Earth Community Foundation exists for its people, and focuses on identifying and harnessing human, financial and other resources to strengthen the capacity of individuals and their networks across the Burnett Inland...at the heart of everything Red Earth does is the concept of paying it forward"



How?

- **Philanthropic Structure**
- **Community Leadership Program**
- **Annual Red Earth Leadership Forum**

Ingredients of a Strong Community

- Continually generate local leadership.
- Activate community engagement and connection.
- Ensure a positive and can-do community mindset.
- Be asset and opportunity obsessive.
- Build community WOW factor.
- Create livability appeal.
- Create support for entrepreneurial aspirations and initiatives.

Marcel Proust

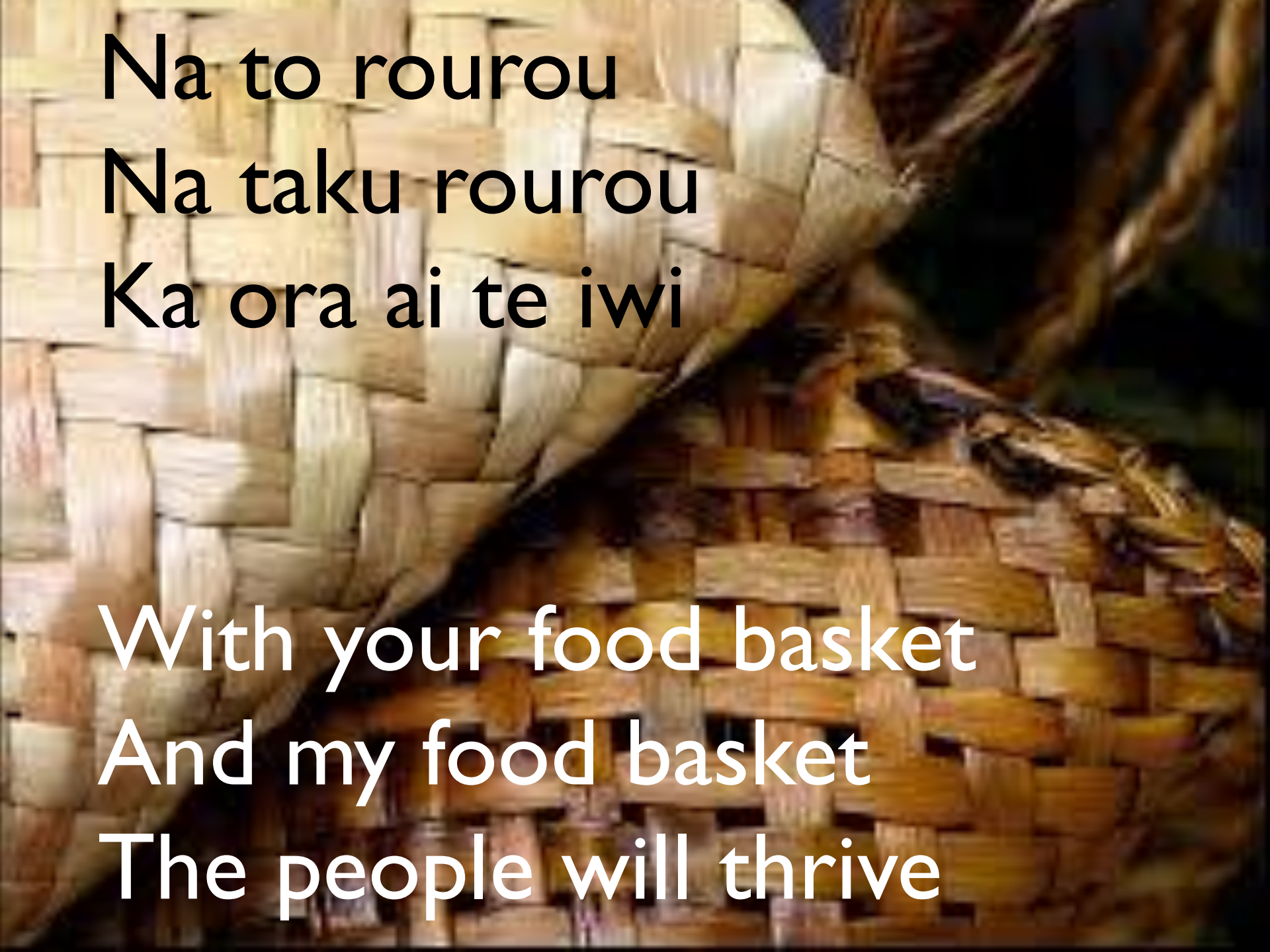


"The real voyage of discovery consists not in seeking new landscapes, but in having fresh eyes"

Robin Sharma



*'Dream big.
Start small.
Act now'*



Na to rourou
Na taku rourou
Ka ora ai te iwi

With your food basket
And my food basket
The people will thrive



Contact Details

Peter Kenyon

pk@bankofideas.com.au

www.bankofideas.com.au

