

Rural Revitalisation: Ingredients for Building a Strong and Resilient Small Towns



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

Marble Bar







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

-Peter Kenyon

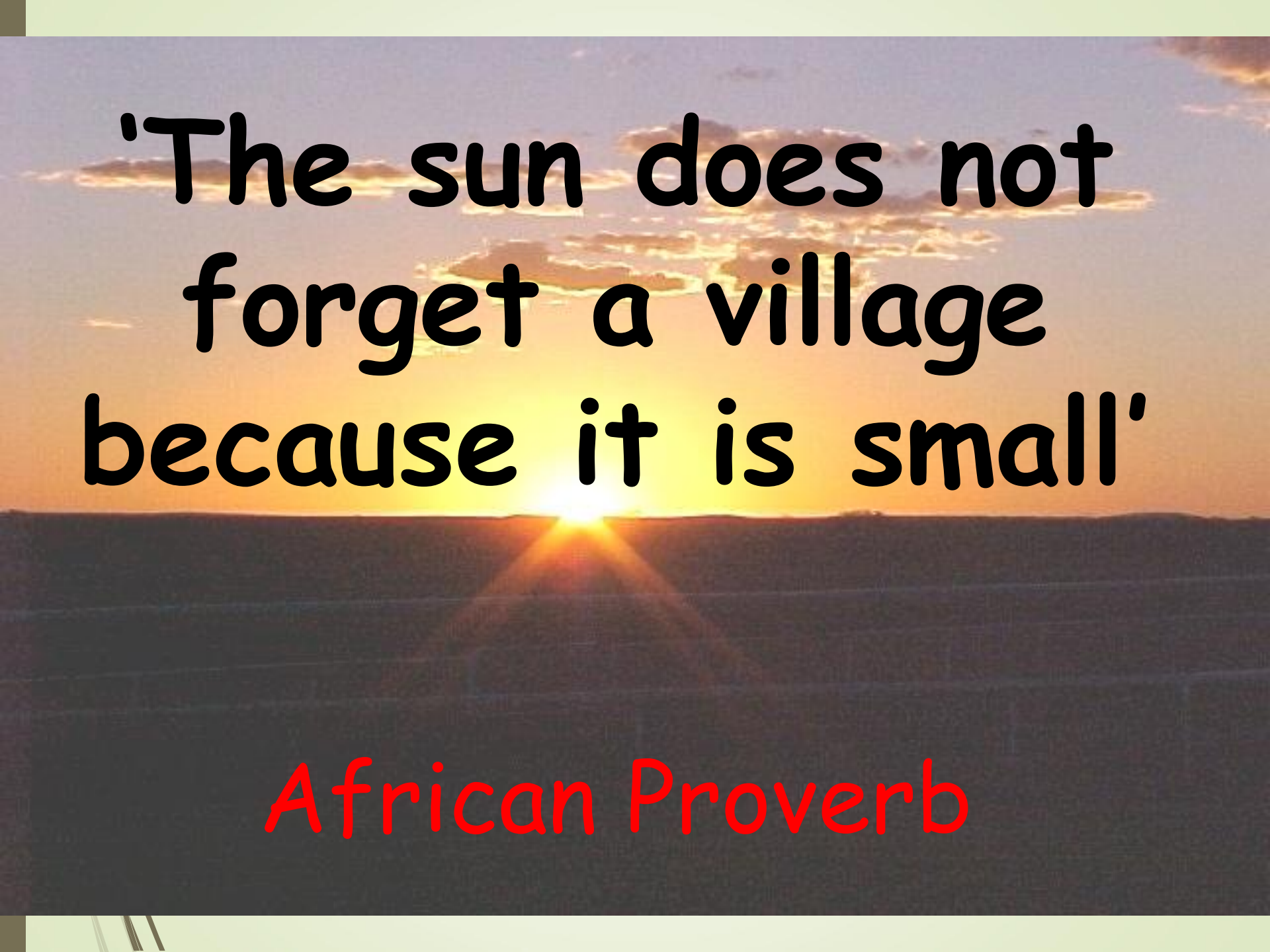


Richard Russo

**“People in small towns,
much more than in
cities, share a destiny”**



OUR TOWN IS SO SMALL
WE DON'T HAVE A TOWN
DRUNK SO WE ALL
TAKE TURNS



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

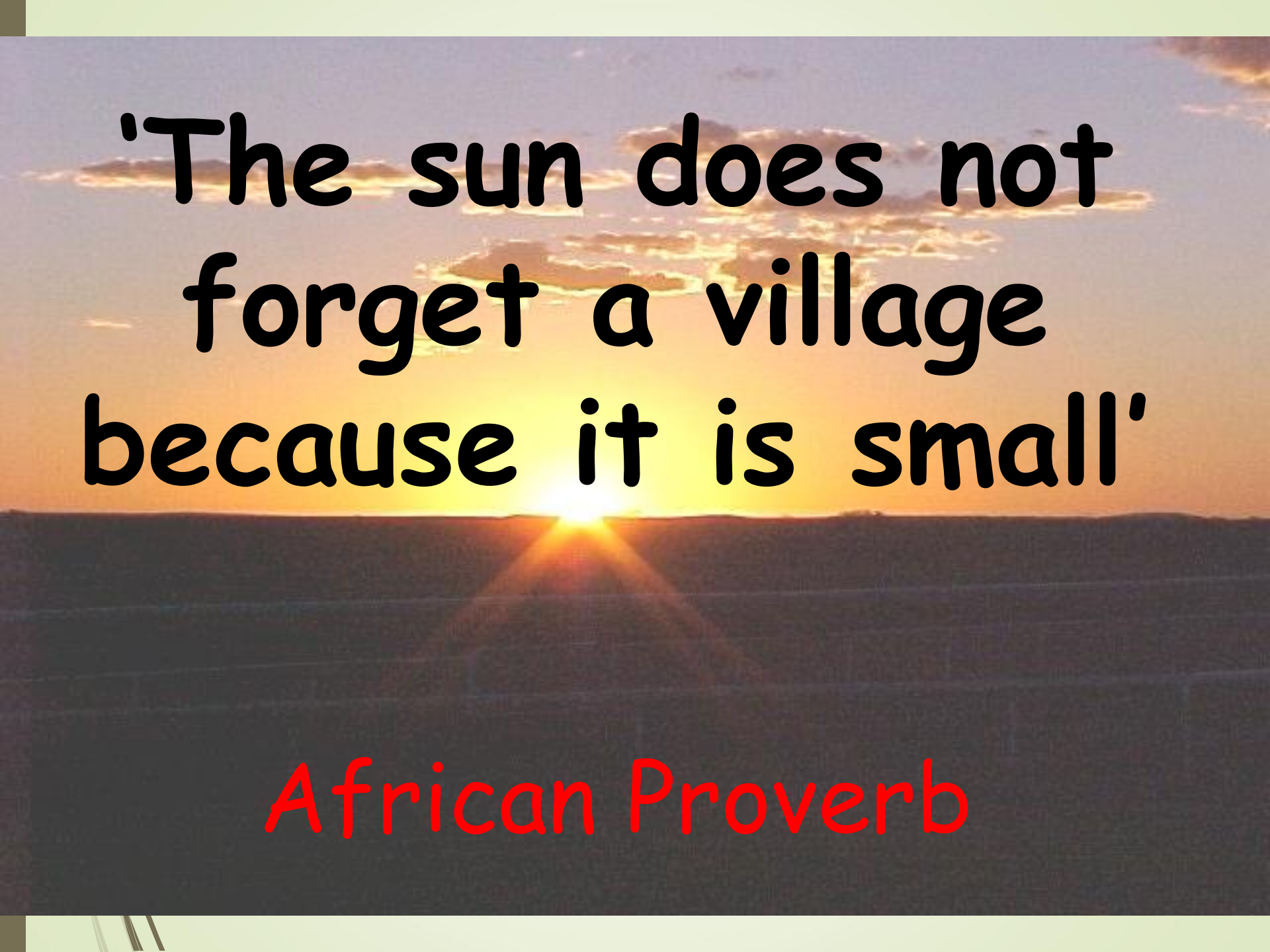
African Proverb

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

African Proverb

The Story of Kulin, WA







Community Opportunity Workshop (C.O.W.) - 1994-



Theme:

"Where is Kulin going? Don't put your future of the town in the hands of others - take control of your own destiny!"



"Wait! Wait! Listen to me! . . . We don't HAVE to be just sheep!"



Key Workshop Questions:

- Who are we?
- What have we got?
- What do we want?
- How do we get it?



Kulin's Initial Mission Statement

Stop depopulation and loss of town services through -

Becoming a more than a dot on the map.

And

Building local pride and commitment.



Volume 2 No.5 July 1995

KULIN BUSH RACES IT'S A GOER!

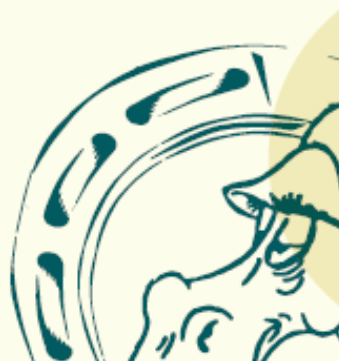
The Kulin Bush Races will be held adjacent to Jilakin Rock on October 7th 1995.

This will be advertised as Western Australia's answer to the Birdsville Races. A small country town holding bush races. This means we are the hosts. We as a town and district have entered the tourist industry! And we envisage this being an annual event. This is Kulin's Newdegate, Dowerin, Wagin Woolorama, all rolled into one.

We are working to hold an event to be proud of as a district and beneficial to our local organizations.....We have 3 months to make this a success. We need feedback, suggestions and some help. Please answer the survey attached and either post or leave at the Shire Office by Friday 7th July.

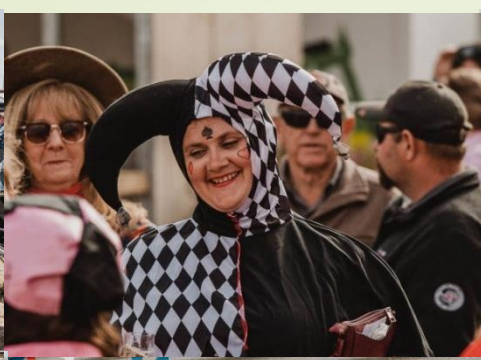
Graeme Robertson
President Cultivating Kulin Committee CKC

.....
**This is our chance to draw
a large crowd of people
into our town's event. The
committee can't do it
all on their own.**
.....









KULIN BUSH RACES













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 and diverse

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)

Shire Presidents- Graeme Robinson and John Bell



Graeme Robertson OAM



"Besides my family and farm, Kulin is the most important thing in my life, and there is a lot of Kulin people with the same feeling. Our aim is to get everyone feeling the that way, and then we will be unstoppable"



Making Things Happen

“Leadership is not necessarily a title or a powerful position; it is a process, it is relational, it is making something happen, it is leaving a mark”

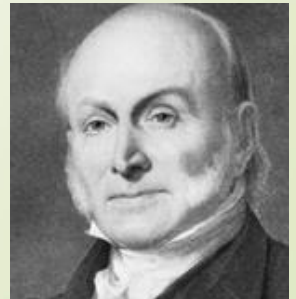
-Lorraine Matusak



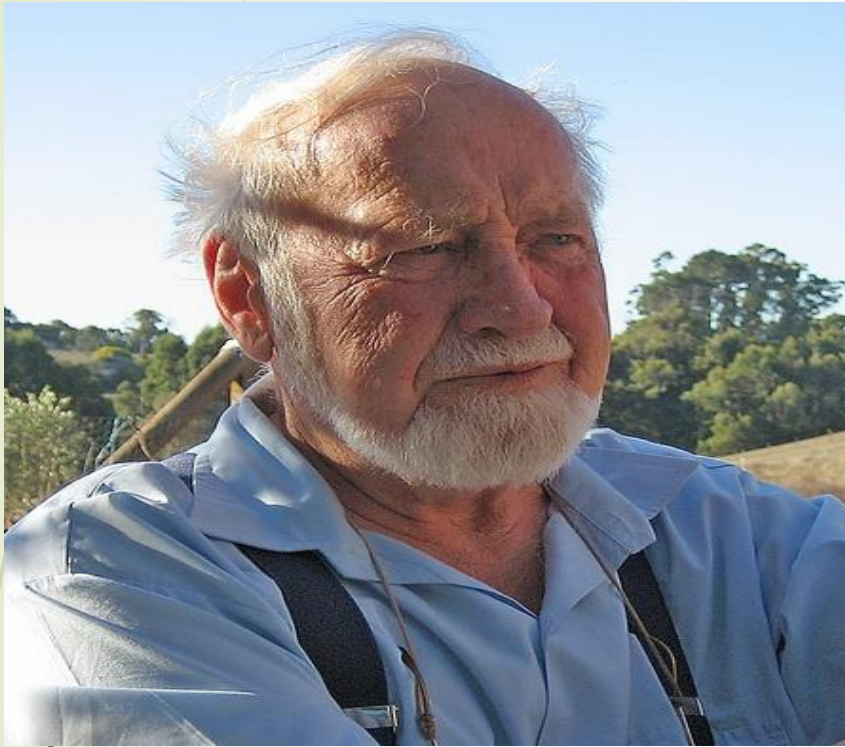
Inspiring and Influencing Others

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

-John Quincy Adams



Facilitating Collaboration and Network Weaving



**Bill Mollison, a founder of
the Permaculture Movement**

**"I can't
save the
world on
my own...it
will take at
least three
of us."**



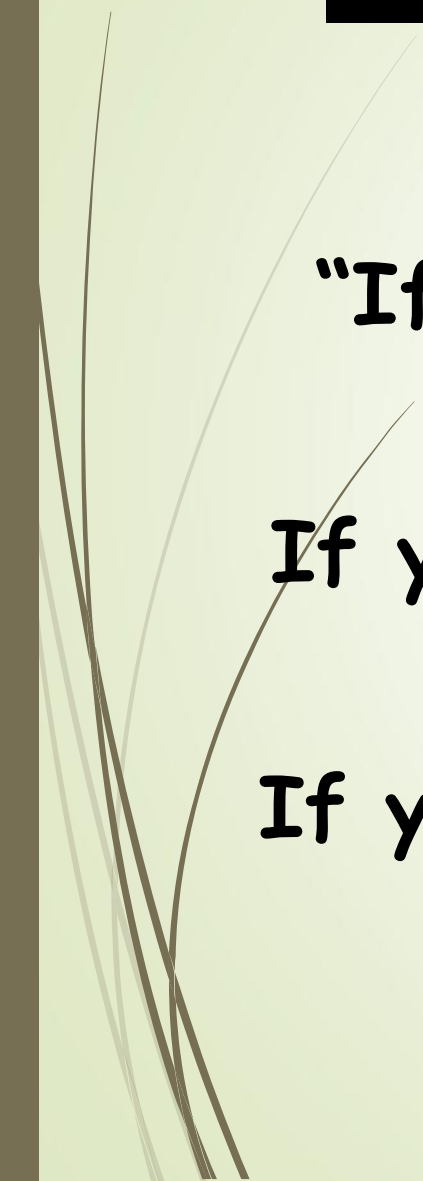
Growing leaders

"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"

Scott's Bluff Leadership Motto



“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



Importance of -

- conversation
 - social connection
 - engagement
 - collaboration
- 

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



**"Imagine Quairading:
Conversations about
our future!"**



**"Beer, burgers
and Chat"
Sundowner
with Local
Farmer Groups**



Marcus Westbury



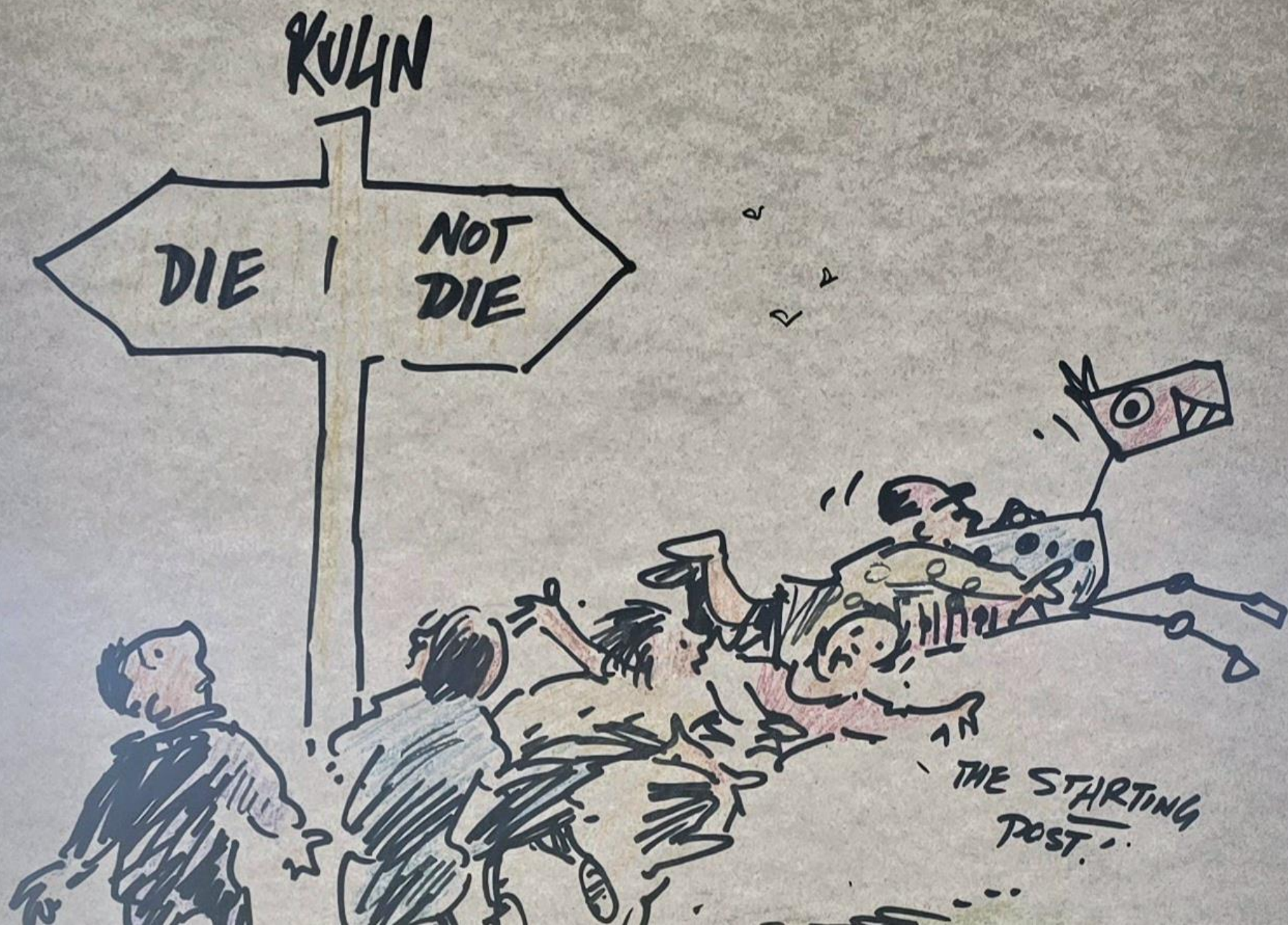
'The imagination, the sweat, the enthusiasm and the efforts of its people, are the greatest resource that any place has.'



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)

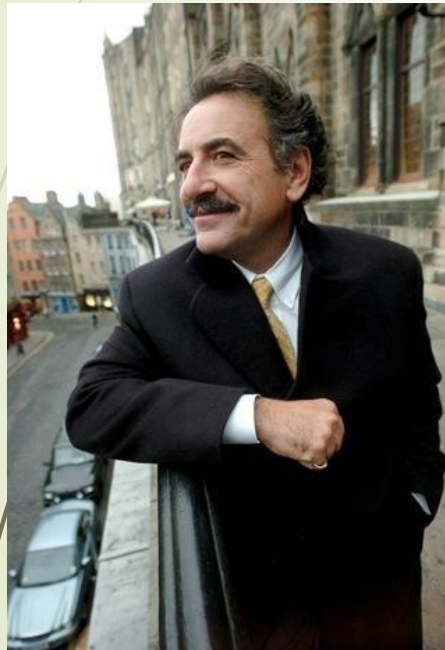


Graeme Robertson OAM



**"To not do anything
is to go backwards
and that is not an
option."**

4. Asset and Opportunity Obsession



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

(Ernesto Sirolli)



Six Key Categories of Community Assets

1. People's passions, skills, connections and experiences and above all, what they care about
2. The physical world
3. Community associations
4. Institutional assets
5. Economic/business assets
6. Cultural assets-stories, traditions, heritage



The key asset
we need to
discover is
*"What people
care about"*





5. Engaging, empowering, retaining and attracting younger generations











6. 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 LUNCH TUESDAY 7:00pm



FIRST IMPRESSIONS OF THE HOST COMMUNITY

1. As you drove towards the Host Community, what do you think of the messages from 20 kms out preparing you for what the town offers? Did you feel excitement?

2. How favourable an impression of the Host Community does the town's entrance statements provide?

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT

3. After taking a five-minute drive through the Host Community without stopping, what was your first impressions?

4. Rate and comment on the overall appearance of the mainstreet/CBD.

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT

What did you like most?

Rate and comment on the window displays in the mainstreet /CBD .

1 2 3 4 5 6 7 8 9 10
NEEDS URGENT SATISFACTORY EXCELLENT

7. 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



What so many young families are looking for-

The rural village community life which offers a safe and family-friendly lifestyle and a supportive environment to develop their entrepreneurial aspirations.



Regional Australia Institute

"Australians are increasingly subscribing to the mottos of *"Work where you want to live"* and *'Live where you love'*"

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



Ninja Warrior Course in Kulin



Kulin Community Bank.



8. 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







Framework for Action: Small Town Re-invention

- Continually growing and diversifying local leadership and capacity.
- Fostering positive and can-do community mindset.
- Actively encouraging healthy community behaviours related to inclusion, engagement and collaboration.
- Being asset and opportunity obsession



Framework for Action: Small Town Re-invention

- Engaging, empowering, retaining and attracting younger generations.
- Developing community wow-factor and appeal.
- Enhancing lifestyle options related to recreation, education, health, housing, childcare, retail services and staying local.
- Creating the environment that nurtures local-based employment, economic and business development.

Ingredients of a Strong Community

- Local leadership
- Active community engagement and connection
- Positive and can-do community mindset
- Asset and opportunity obsession
- Younger generation engagement
- 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"

Deni Ute Muster





Liz Richie, CEO, Regional Australia Institute



'Twenty years ago, I was 21 years old and had just returned home from university to take up the role as the very first Director of the Denilquin Ute Muster. What I learnt that year has stayed with me forever... Back then Denilquin was in the grips of a devastating drought. Our passionate community rallied to ask a simple question- how can we put Denilquin on the map?

Ultimately, it came down to three elements: a big vision; a bold idea and innumerable beating hearts full of passion'



Robin Sharma



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