Strong Communities: Doing It For Themselves

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.............and others!
Is the future this:
Dowerin Field Days
(Dowerin Events Management Inc)

- Community run and owned
- 46 years of history and development
- 5,000 volunteer hours annually
- Approximately $1/4 million direct investment to community
- $29 million in sales (conservative figure)
- $750k indirect benefit
Heartlands Regional Branding Group (nc)

- Established 2000
- Support those involved in value adding and diversification
- Develop alternative view of the region (branding process)
- Connect micro businesses for mutual benefit
  - Networking for development
  - Co-operative marketing ventures
Critical success factors

- Community driven
- Good planning and organisation (not for profits run on commercial models)
- Expertise needed acquired
- Partnerships
- Passion
- Using leverage to maximise benefit and increase sustainability – long term strategic view
Levels of Benefit

- Individuals
- Businesses
- Community
- Industry
- The state
- The nation!!!!!
Some Challenges....

- Renewal & succession planning
- Appropriate support
- SMART objectives
- Quality research
- Breaking down silos
- Thinking BIG
Focus on people
Enabling
Empowering
Relationships No 1
Driven locally
Step by step
Starts – where we are

Focus on appropriateness

Focus on paper
Prescribing
Controlling
Outcomes first
Driven centrally
‘grand plan’
Starts – where we should be
Focus on ‘equity’
Development v’s Programs

- Citizen
- Bottom up
- Inside out
- Client
- Top down
- Outside in

BOTH CAN BE EFFECTIVE, BUT NEED TO TAKE ONE OR OTHER IN A GIVEN CONTEXT – BE UPFRONT
Personal Reflections

- **ASSETS** – the glass is half full, not half empty
- **BUILDING** - on the good things already in place
- **FROM WITHIN** - Ownership, relationships and partnerships (citizens, not clients)
- **HOLISTIC & INTEGRATED** – people, process, place
- **GROWTH** - Life long learning and action research
- **FUTURE FOCUSED**
From this......
To this.....

Things we can be and or do