

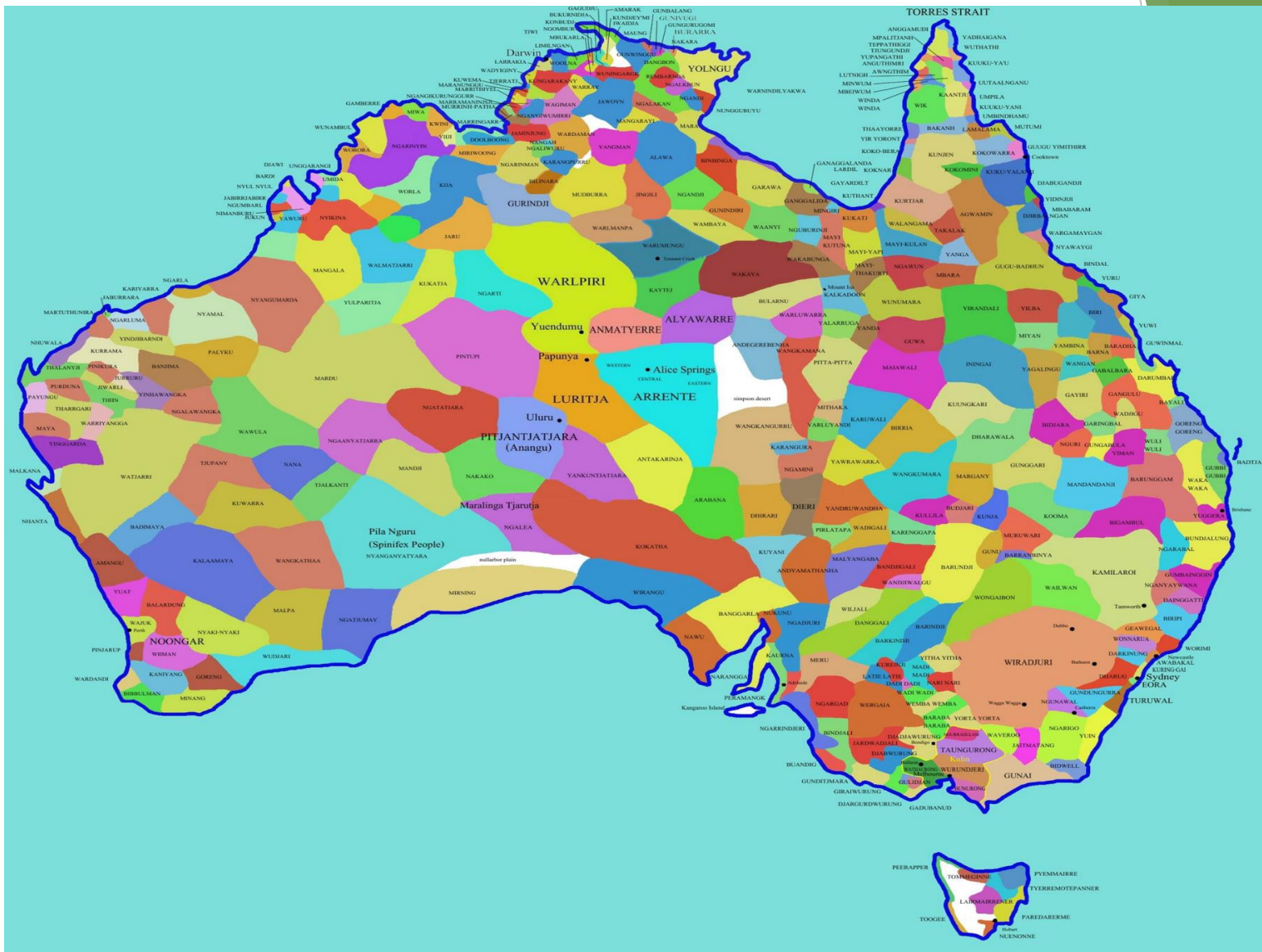
# Building Strong and Vibrant Rural Communities and Local Economies : Role of Community Builders

Facilitated and presented by:  
Peter Kenyon



# Acknowledgment of Country

I acknowledge the traditional owners of this land, and their continuing connection to land, water and community. In the spirit of reconciliation I pay my respect to their Elders past, present and future for they hold the knowledge of an ancient culture, and aspirations for future generations.















**"The greatest  
asset of any  
community is  
simply people  
who care"**

**Paul Born**





*"Leadership and  
learning are  
indispensable from each  
other"*

**John F Kennedy**

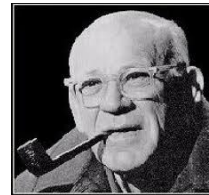


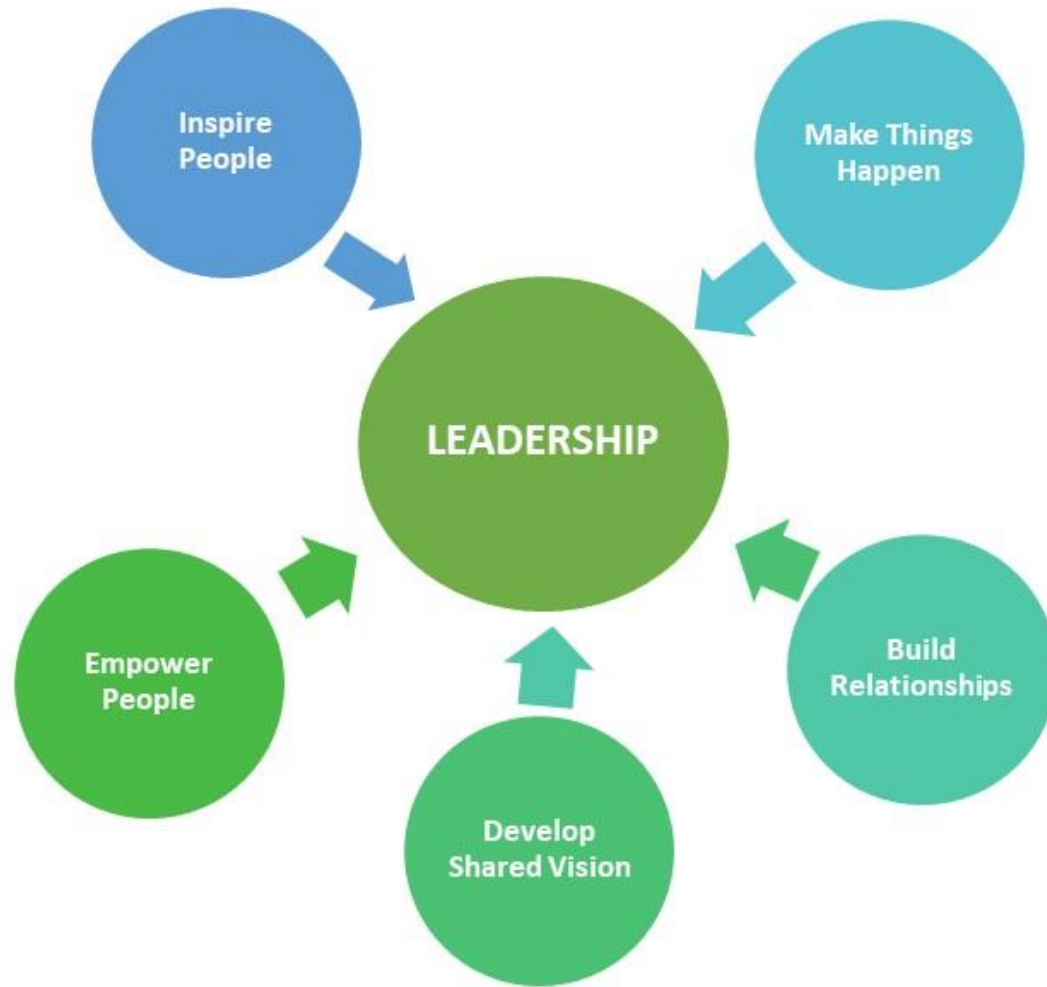
(Prepared for delivery in Dallas, the day  
of his assassination, 22 November 1963)

"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







"Here is Edward Bear coming downstairs now bump bump on the back of his head, behind Christopher Robin. It is, as far as he knows, the only way of coming downstairs, but sometimes he feels that there is another way, if only he could stop bumping for a moment and think of it"



(Winnie-the-Pooh)

# We need to be idea and opportunity obsessive.

‘Ideas make the world go around.

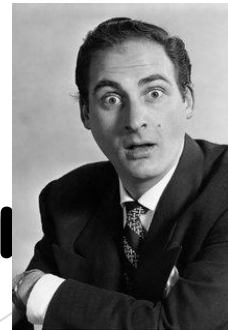
People in communities and business today live and die by their ideas’

-Michael Kiely



**"Whoever  
invented the first  
wheel was smart.  
Whoever invented  
the other three  
was a genius"**

**-sid Caesar**







***'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'***

**-John K**



# Suggestions for Effective Workshop Participation

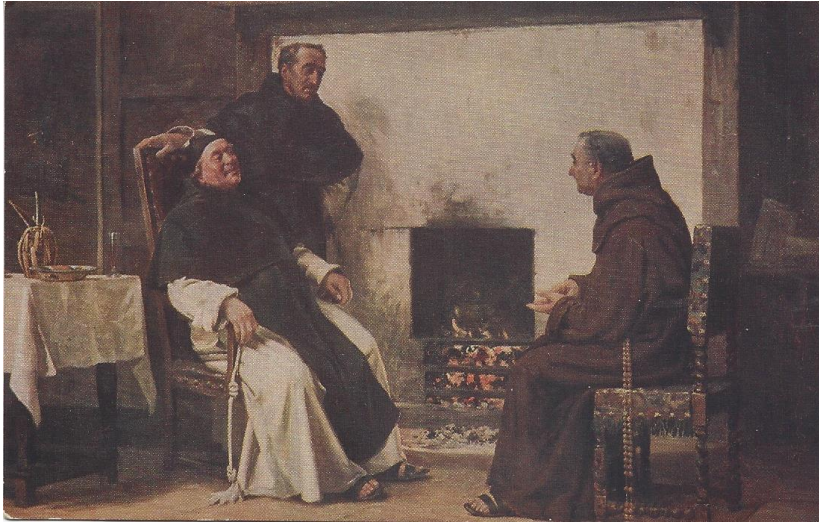
## "DO'S"

- ☐ Do intervene at any stage
- ☐ Do ask a question when you have one.
- ☐ Do feel free to share an illustrations, examples and above all stories.
- ☐ Do request an example if a point is not clear.
- ☐ Do question - don't accept everything you hear!..



**‘Story telling is the  
most powerful way to  
put ideas into the  
world today’ .**

**(Robert McKee)**

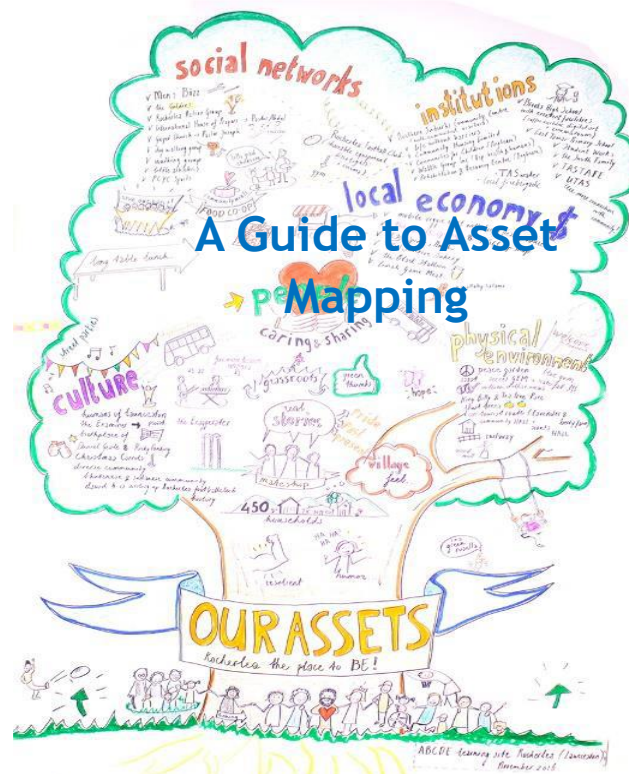


# Suggestions for Effective Workshop Participation

## **"DON'TS"**

- ☐ Don't take lots of notes - handouts, recommended resources and access to powerpoint should satisfy most of your needs.

**practical  
techniques & tools**  
for engaging community



# Useful B.O.I. Resources

**BOI WEBSITE-**  
**[www.bankofideas.com.au](http://www.bankofideas.com.au)**

## **COPYLEFT POLICY**

**BOI resources, either in full or part, can be copied, quoted, reprinted, given away and circulated. Parts may be torn out, extracted, summarised and further enhanced. In short, all the contents are public property. Please use in any way to build the passion, skills and knowledge of citizens to contribute to healthier local communities and economies.**



"Good morning. I'm Alex Lowe. I'm  
a seconded Special Projects Liaison  
Officer in the Regional  
Co-ordination Statistics Unit of the  
Rural Research Division of the  
Department of Agriculture.  
Er.....nice day."

"Yep.  
I'm Bill."





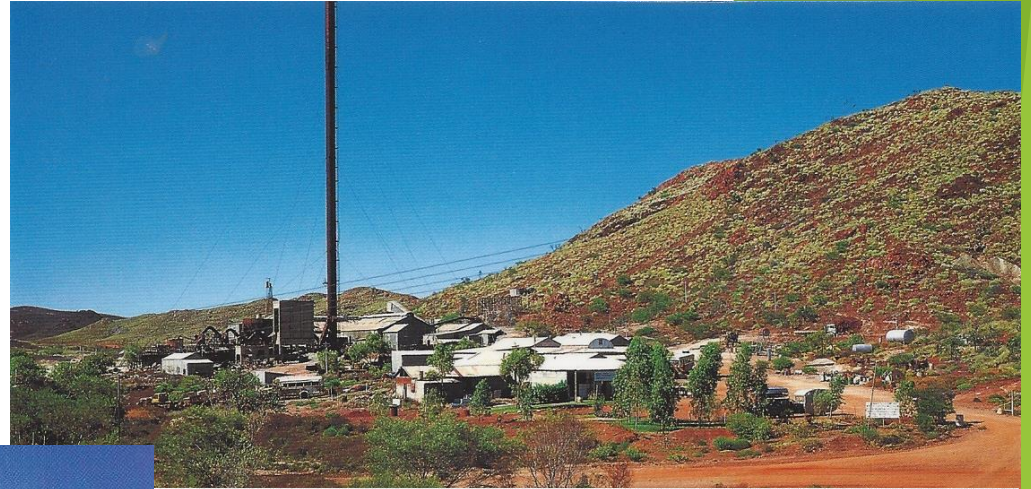
That's Us!

**Welcome!**

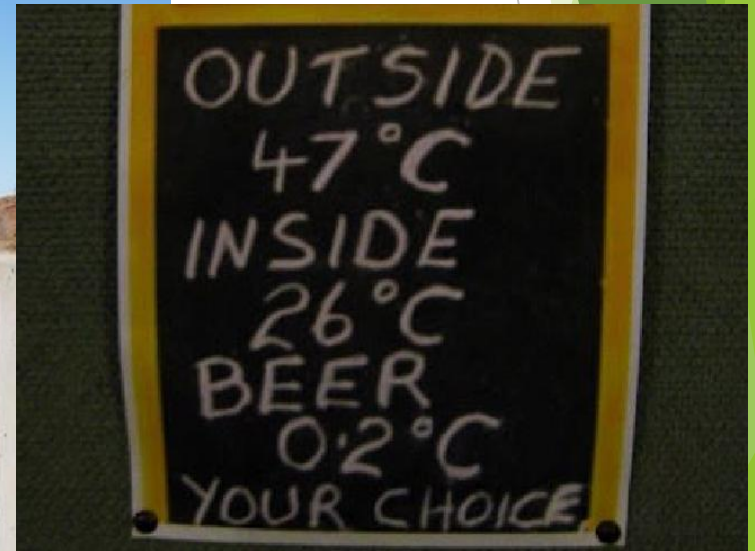
Let's greet three  
other workshop  
participants that we  
do not know.

**"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)









**NEWCREST**  
MINING LIMITED

# MARBLE BAR CUP

**2019**  
Saturday  
July 6th

facebook.com/marblebarraceclub



Gates Open: **11am** First Race: **1pm**

**NEWCREST Marble Bar Cup 4:30PM**

| Ironjack undie run | on course tote/bookies | bar open 12pm  
| night entertainment by Bradley Hall Band | NO EFTPOS facilities  
| camping available Friday - Sunday | bus transport to track

| Kids Free | Pensioner Discount | No BYO |

Brought to you by:

| HAOMA MINING | GARDNER MINING | CALIDUS GOLD RUSH |  
| DMG SURVEY & AVERY AIRCONDITIONING | MARBLE BAR ELECTRICAL

e-mail: [marblebarraceclub@mail.com](mailto:marblebarraceclub@mail.com)





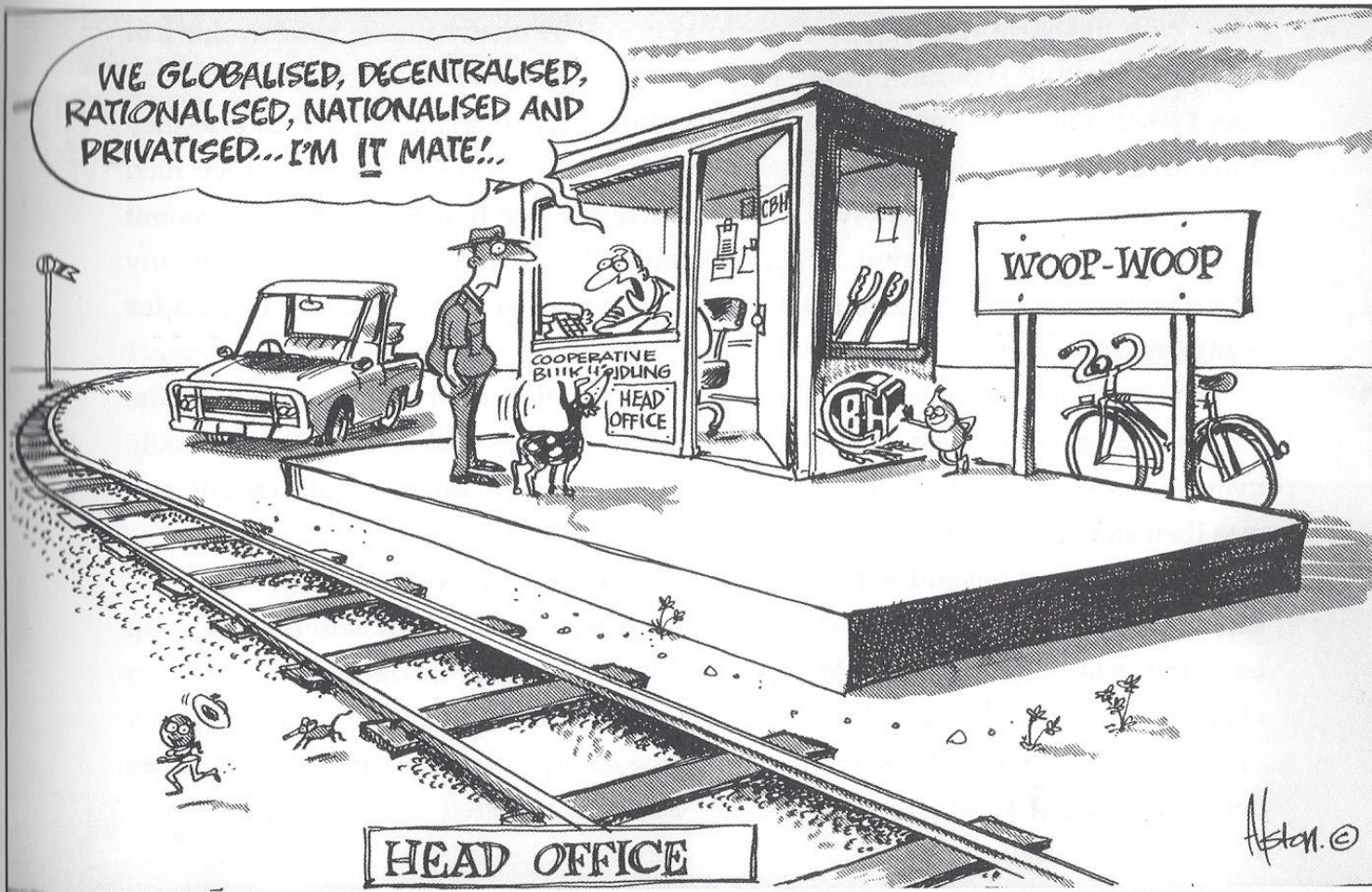
***"The nice thing  
about living in a  
small town is that  
when you don't know  
what you're doing,  
someone else does"***

**- Source Unknown**

"The future ain't what it  
used to be"



WE GLOBALISED, DECENTRALISED,  
RATIONALISED, NATIONALISED AND  
PRIVATISED... I'M IT MATE!!







**Dareton, NSW Bank Staff in 1975**



## IN BRIEF

### Close small towns: academic

PEOPLE who lived in country towns with populations below 4000 should move, according to a Deakin University academic.

Gordon Forth said that instead of trying to prop up small communities, governments would be better off stabilising populations in slightly larger regional centres.

"In some instances it would be better in the interests of the community and Australian society in general, to encourage these people to move to bigger centres where services are available," he said in a television interview.

"The towns that I'm referring to are towns that are clearly in on-going decline. Most of these towns would be less than 4000 in population."

Dr Forth, who addressed a conference on the future of regional Australia at the weekend, said some small centres could put up cases for government assistance... but the towns he believed were set to die were in remote areas and existed almost solely as agricultural service centres.

# Small towns 'village model' unlikely to survive into the future

(ABC Report 28/4/2018)

A leading social commentator says small country towns are unlikely to survive into the future.

Demographics Group's managing director, **Bernard Salt**, said *"the small-town model was fit for the 20th century, but did not fit modern regional economies. These areas were required in the 1920s and 30s, where there was intensive cropping, and where people went to school and church in a very localised area"*

Mr Salt believes there will be greater demand for services in larger regional towns, but country town living may be a thing of the past.

He said- *"That village life that our parents, and certainly our grandparents knew about, really belongs to the early 20th century"*

*"In the early 21st century, that model just doesn't fit the way in which modern Australians want to live."*





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

**African Proverb**

# What Builds a Vibrant Rural Community and Local Economy?

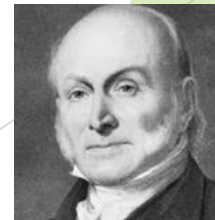
1. Proactive and Shared Leadership
2. Positive Mindset
3. Healthy Community Building Practices
4. Strong Economic Development Behaviours



# 1. Proactive and Shared leadership

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

**-John Quincy Adams**



**“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)**

# Proactive and Shared Leadership

- seeks to be diversified and representative
- invests in a community leadership strategy that is continuously growing and renewing community leadership capacity
- provides community with vision and hopefulness

**“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)**



# Proactive and Shared Leadership

- understands that building and nourishing **relationships** is the fundamental action in community building
- harnesses the power of **community wisdom, gifts and ideas**
- gives attention to **global trends and innovations**, plus time to cultivating **external relationships**

# TUMBARUMBA, NSW





# TUMBARUMBA2KOKODA

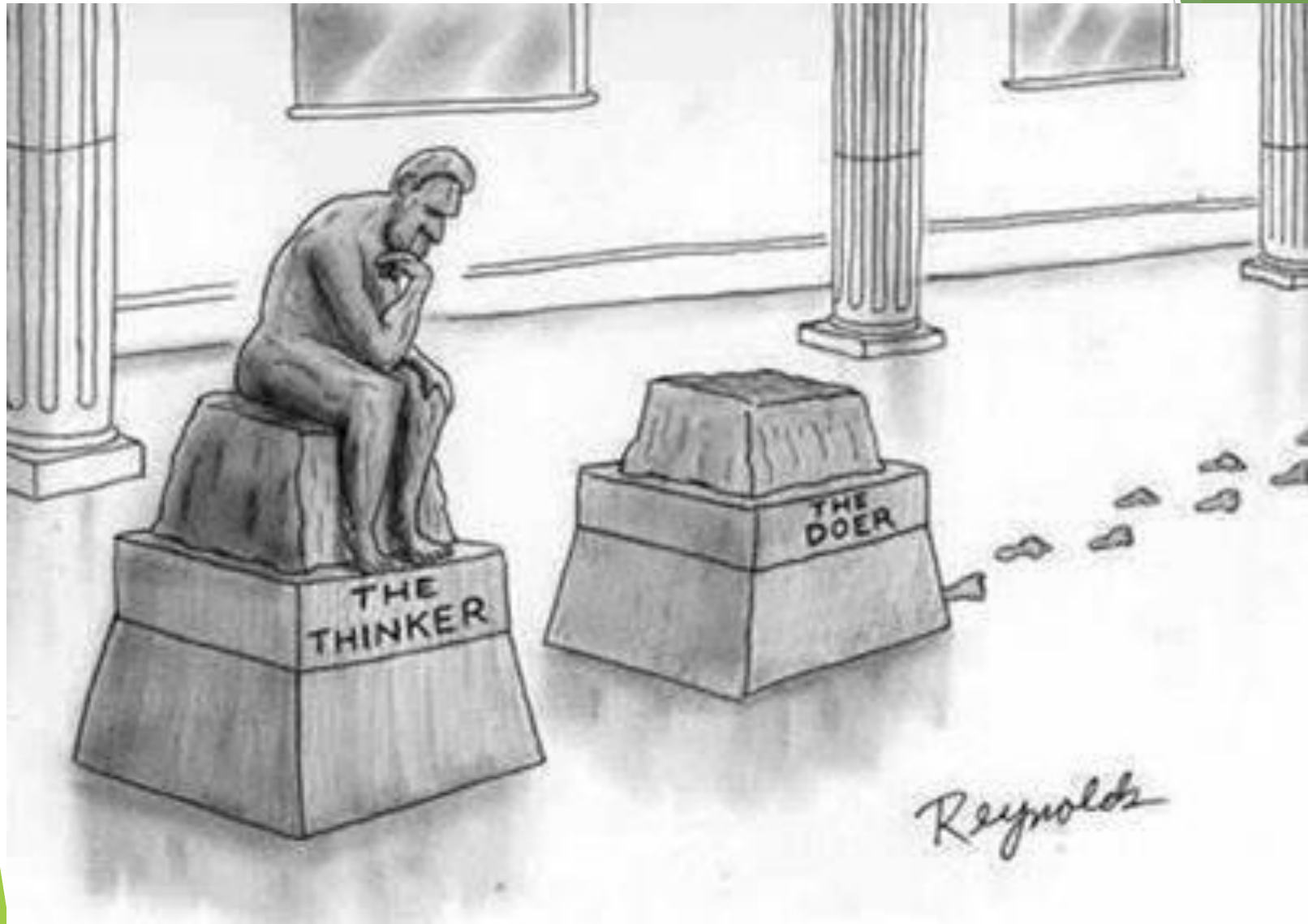


# Making Things Happen

**'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)**





## 2. Positive Mindset

- appreciates that meaningful and lasting transformation always originates from **within the community**, not from the *'top down or outside in'*
- accepts **change** and welcomes **new and alternative thinking**
- values **idea and opportunity obsession**

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

CARROLL L. WILSON, *Director*

# SMALL TOWN MANUAL *FOR* COMMUNITY ACTION!



INDUSTRIAL SERIES

No. 4

*"...But no community can use this guide unless you, the individual reading this foreword at this moment, say to yourself, 'I'm going to pitch in to make this work.'"*

*- US Small Town Manual for Community Action, 1942*



TO

FOR

WITH

OF / BY

*"Change is  
inevitable- except  
from a vending  
machine"*

*-Robert Gallagher*



# We need to be idea and opportunity obsessive.

**"Ideas make the world go around.**

**People in communities and business today live and die by their ideas"**

**-Michael Kiely**

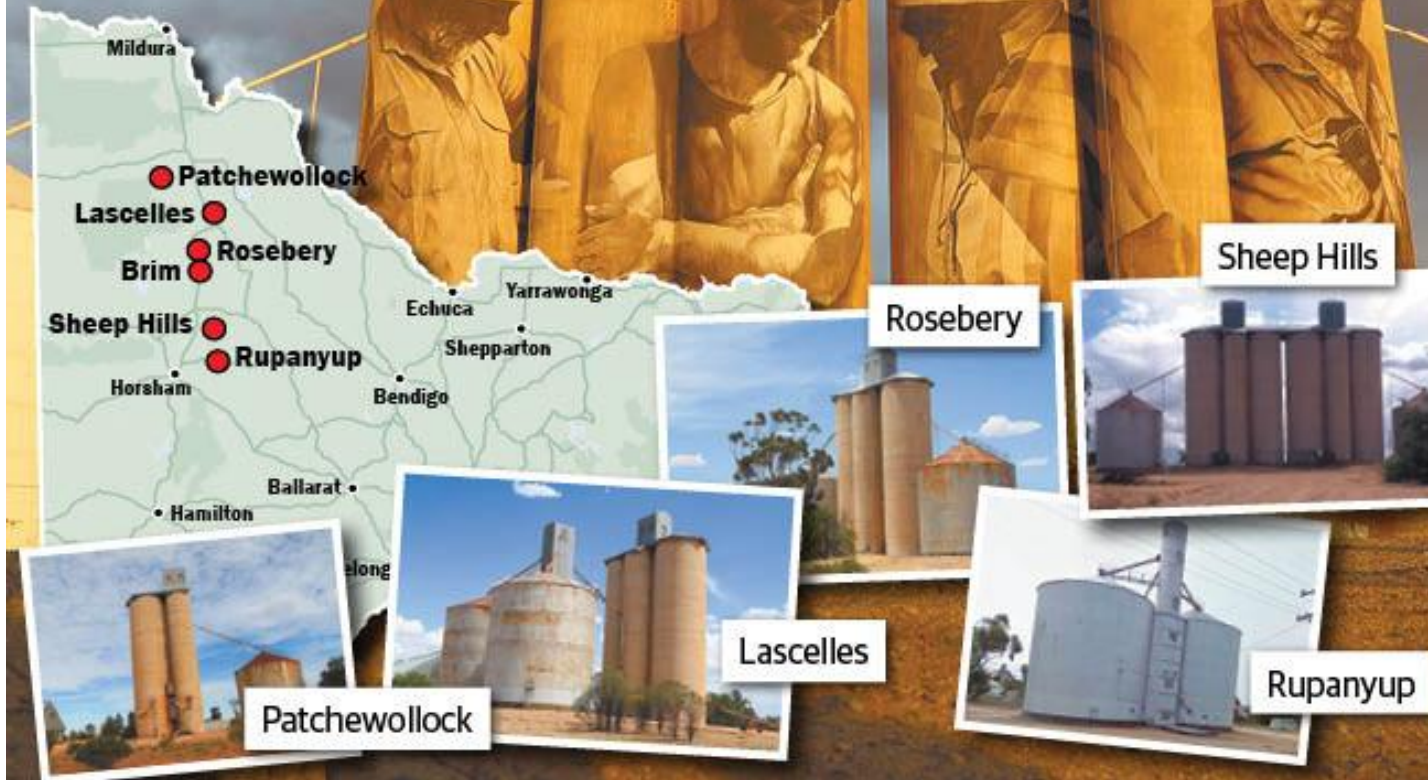






# TALL ORDER FOR ARTISTS

Five other silo locations have been earmarked for a new lease of life after the success of the Brim paintings (pictured)









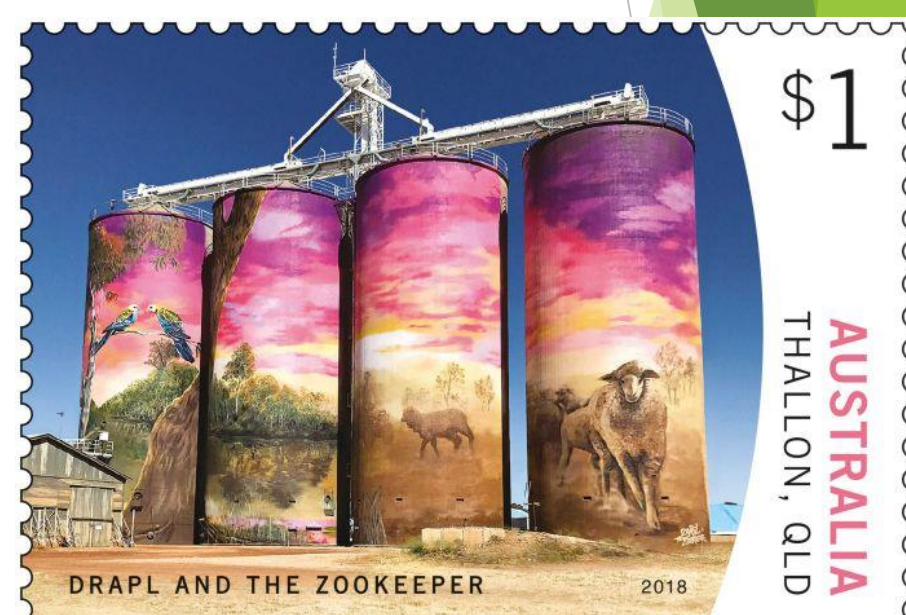
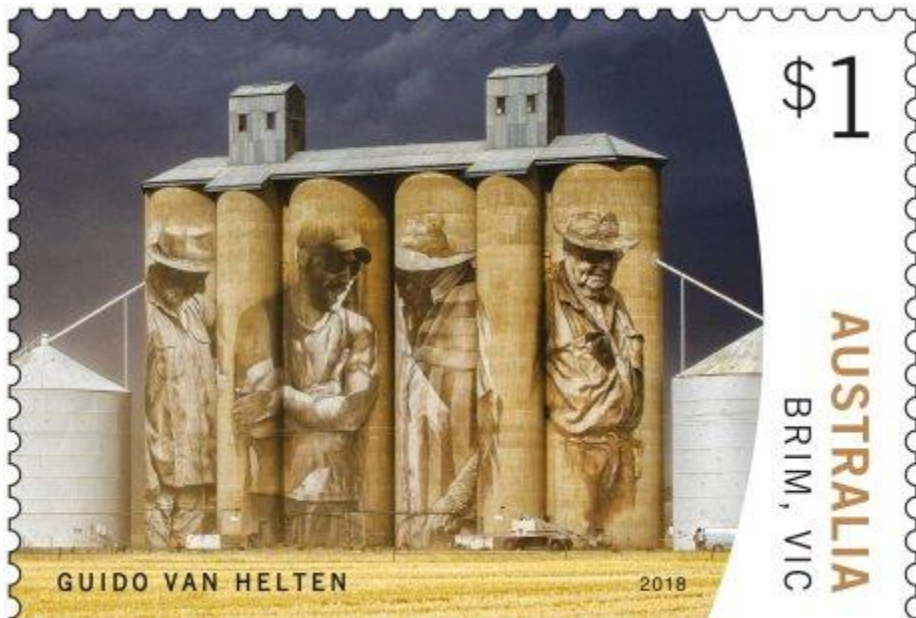
















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Good for  
**AND** your  
community



*Proudly supported by*  
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**Bendigo Bank**





# Community Bank Movement

**Supporting  
our community.**

Alice Springs

**Community Bank®** Branch

Shop 25 Coles Complex, 26 Bath St.

Phone 8952 7517



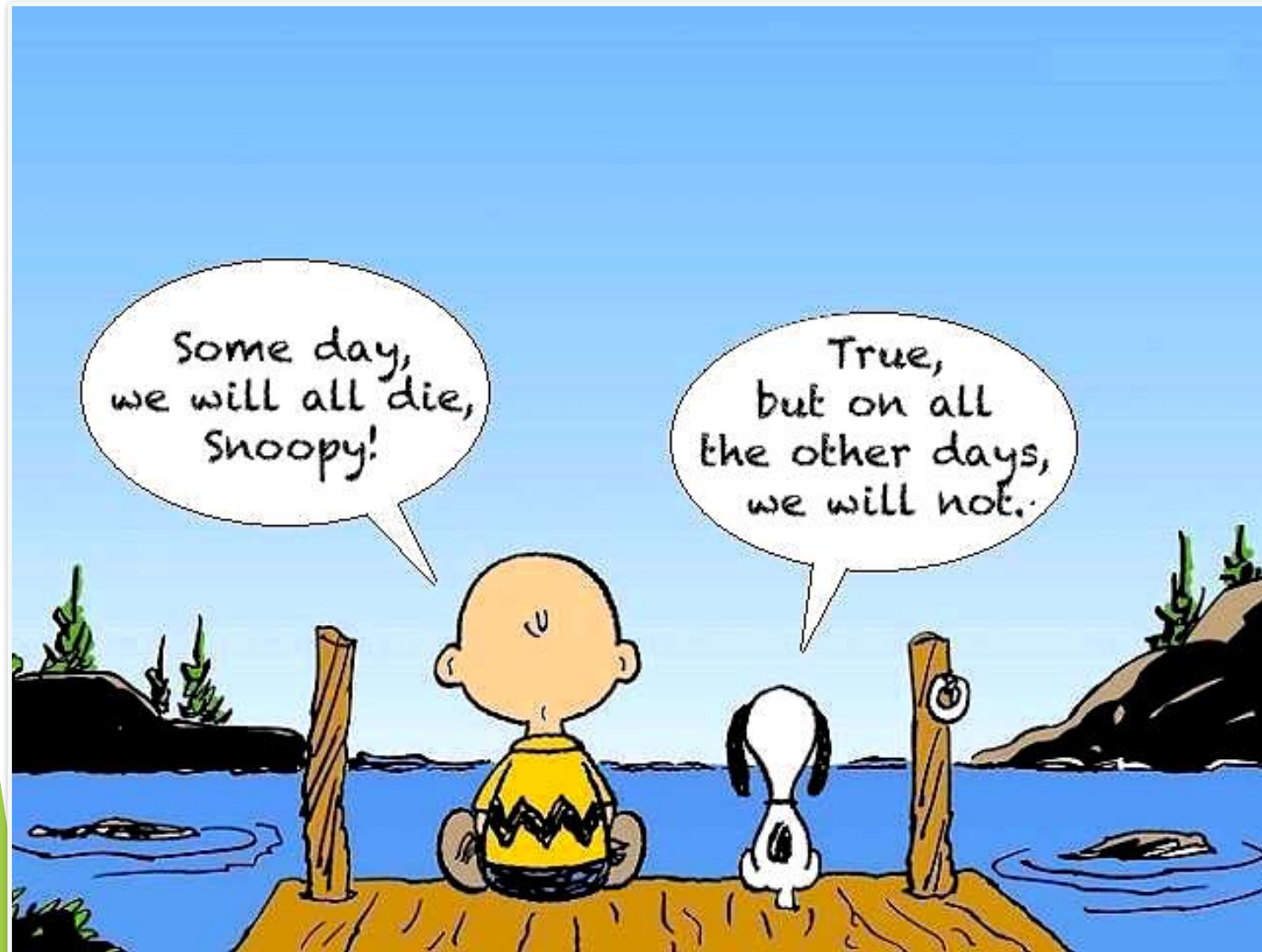
**Bendigo Bank**

Bigger than a bank.

- 323 Community Banks across Australia.
- \$50 billion worth of business on their books.
- have contributed over \$220 million back to their communities over the last 21 years.
- 1950 Directors of Community Banks (almost all volunteers)
- 74,914 local shareholders that provided the capital for them to open,
- 1570 staff employed

## · Positive Mindset

- focuses on optimism, expectation and *'the half full part of the glass'*
- takes risks and encourages a resilient *'can-do'* outlook
- balances the focus on community, economic and environmental wellbeing









**Vicki Buck- former Mayor,  
City of Christchurch**

*"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"*

*-Vicki Buck*



***"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**

### 3. Healthy Community Building Behaviours

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

**-Ernesto Sirolli**



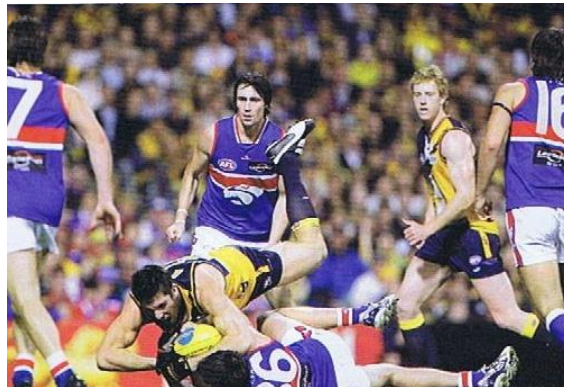


### 3. Healthy Community Building Behaviours

- Encourages broad based and inclusive community **involvement**
- Maximises community **conversations**
- Identifies. maps and promotes awareness of **local assets**, capacities, strengths, opportunities and competitive advantages
- Formulates and implements **strategies** with specific priorities, actions and indicators

**“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**



**"Great communities  
don't just happen! -  
They are created,  
nurtured and sustained  
by caring, connected  
and involved  
residents"**

**(Peter Kenyon)**

# Hosting of regular and meaningful learning conversations

*"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





# City Rituals & Traditions



Saturday, July 26, 14

# City Rituals & Traditions



Saturday, July 26, 14

### 3. Healthy Community Building Behaviours

- Develops specific **youth engagement**, retention and attraction strategies
- Supports **collaboration**, partnerships and networking
- Nurtures **altruism and community and neighbour support** for those experiencing times of vulnerability
- Actively builds **community spirit, pride and a sense of attachment**



# Actively engages these groups now!



# Three Youth Engagement Strategy Foci

- ▶ While young people are resident in the community, create great memories and opportunities.
- ▶ Why they are studying, living, working and travelling away, keep “lines” to them.
- ▶ When young people are considering putting down “roots” (25-40 age) – partnering, having babies, buying a house, starting a business..remind them of “home” and its advantages.

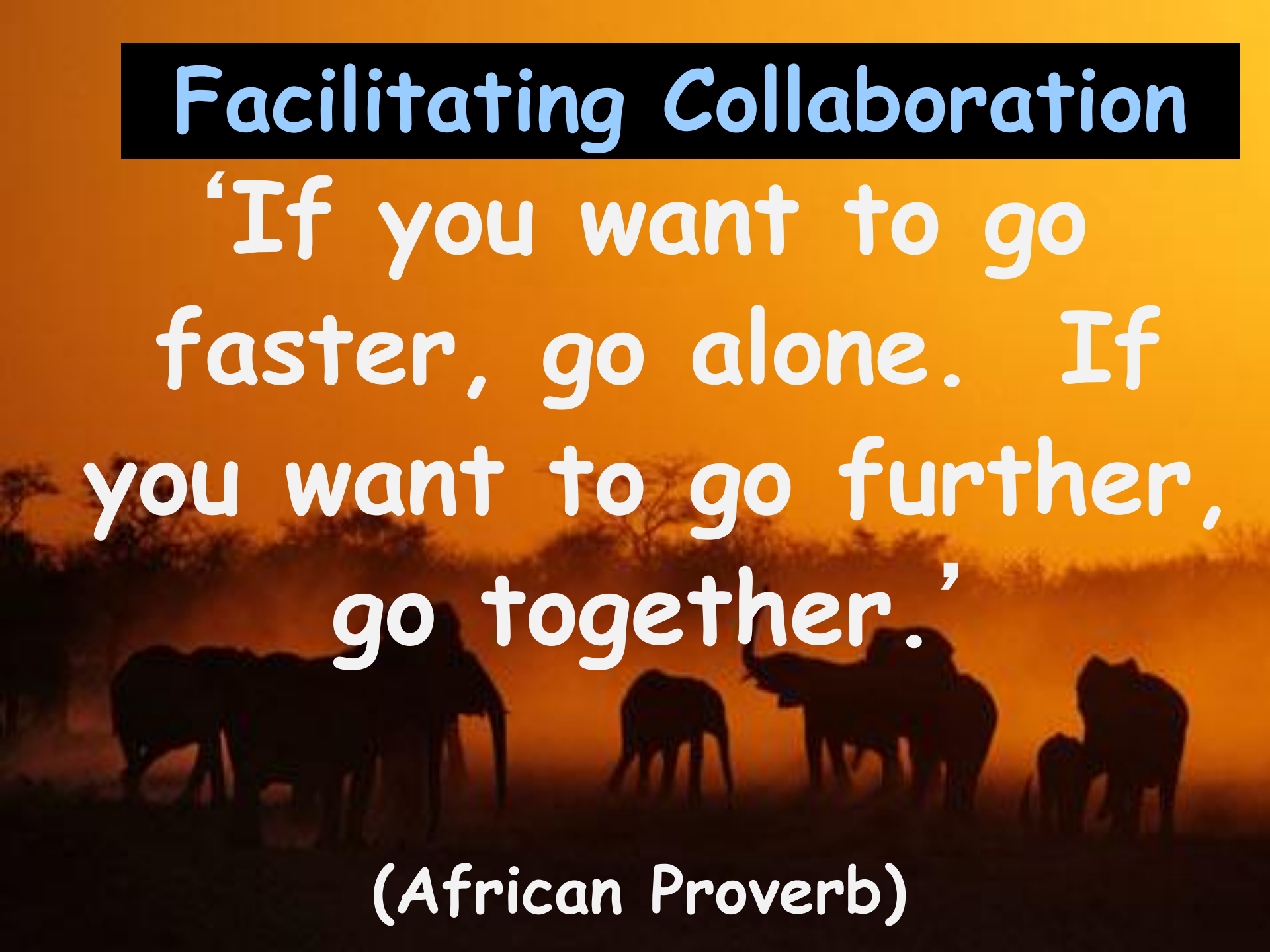
# Practical and Useful Youth Empowerment Resources

- 'RuMAD? - Are You Making a Difference?'  
(Bank of I.D.E.A.S.)
- 'Community Minded Kids'  
(Community Minds)
- 'Dream Seeds ' (YouThrive)

# Facilitating Collaboration

‘If you want to go faster, go alone. If you want to go further, go together.’

(African Proverb)





## 4.Strong Economic Development Practices

### **C.A.R.E. STRATEGY**

**C-REATION**

**A-TTRACTION**

**R-ETENTION**

**E-XPANSION**

## 4. Strong Economic Development Practices

- Pursues a **diversified local-controlled** economic and employment base
- Creates an **entrepreneurial development ecosystem** that supports and connects local enterprising initiatives
- Promotes '**buy local**' behaviours
- Fosters **best practice attitudes and behaviours** within the local business base

## 4. Strong Economic Development Practices

- Prioritises strategies for the retention and expansion of the existing business base
- Formulates and implements actions for continuous enhancement of 'soft' and 'hard' infrastructure
- Gives attention to physical appearance and promotion of positive community image, assets, uniqueness and 'first impressions'

# Key Community Building Blocks

1. Proactive and Shared  
Local Leadership
2. Positive Mindset
3. Healthy Community  
Building Behaviours
4. Strong Economic  
Development Practices



*'Nowadays towns are really not so different from businesses, they need to keep recreating themselves. Not so many years ago country towns were subject to general trends. They would all do well or all do badly. The picture is now very uneven. The successful towns are likely to be driven by people who are passionate and creative, who see an opportunity and go for it. You need communities with a bit of get up and go spirit. Some have it, some don't.'*

**-Roy Powell**



*'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**



# Town Mission

**Stop depopulation and loss of town services**

**through-**

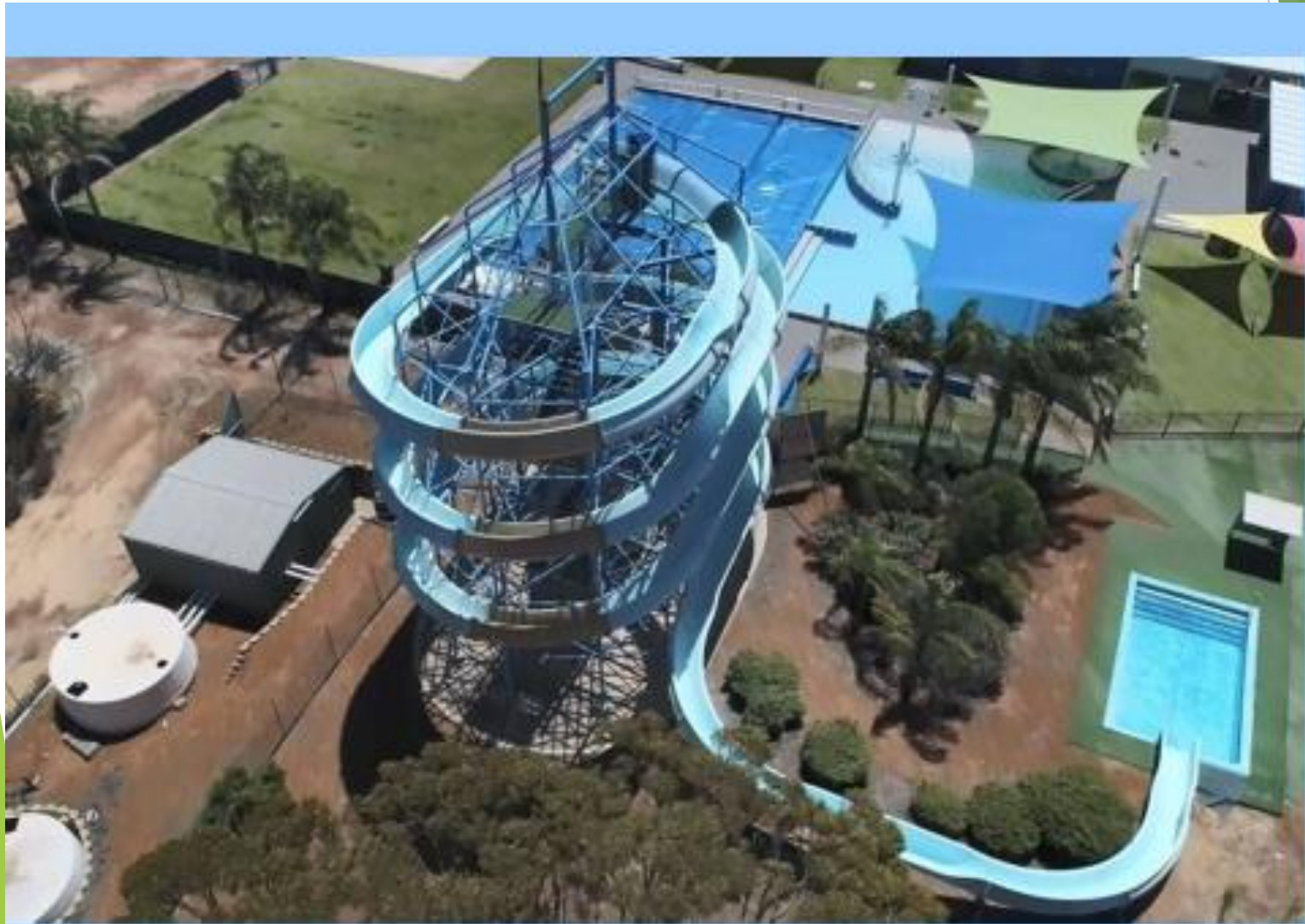
- **Becoming a more than “a dot on the map”.**
- **Building local pride and commitment.**





[illegible]





# Kulin Community Bank





# Beautification and Greening











# Camp Hart







# Travelling Ambassadors for Kulin



'Kulin  
Open  
Doors'  
and  
'Kulin By  
Night'







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



## 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

### 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

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 Titelius



# Questions, Reactions & Contributions

It's so much friendlier  
with two.



# Introductions

**Best thing that has  
happened to you  
already today?**

# Introductions

**Two things you love  
about the town where  
you live?**



# Introductions

**What is one change you would like to see in your town and what could you contribute to make it happen?**

# Introductions

**Your life story in  
58 seconds- what is  
important to you?**

**ONE GIFT** you bring to  
your community-

- a gift of the **head?** or
- a gift of the **hands?** or
- a gift of the **heart?** or
- a gift of the **feet?**

**Introduce your partner to the group in 57 seconds, including one aspect of admiration.**



# INTRODUCTIONS

**Something you are  
proud of that others  
in the group will not  
know about you?**

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

- Robin Sharma

