



Making Great Places: ***Communities Owning Their Future***

Healthy Cities Conference

Geelong

June 2012

Great Place Australia

- Four key elements:
 - Ethos – communities owning their future
 - Program – adapted to specific community needs
 - Coaches – train local for self-organisation
 - Network – peer network to share know-how

If ***Woodend***
doesn't own its future,
who does?

What is impacting the world today?



..... and communities like Woodend?



COMMUNITIES AWARE???

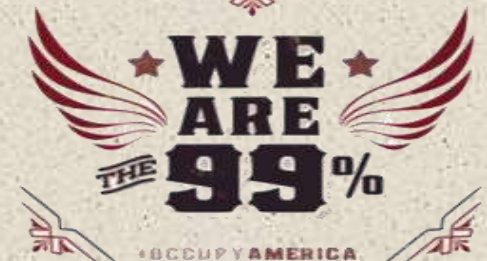
COMMUNITIES PREPARED???



Communities Caught Off-guard



**WAKE UP!
STAND UP!
SPEAK UP!
SHAKE UP!**



Communities Taking Ownership



Bendigo Bank



WEST ELMWOOD
HOUSING DEVELOPMENT CORPORATION
<http://www.westelmwood.org/>
Executive Director: Sharon Corbett-Wells

Organizational Mission:
Enable home ownership, provide safe, healthy living options, develop the community through education, mentoring, lending, and local services.
Focus of Work:
Home Ownership, Community Organizing, Home Purchase Program, Home Loan Program, Local Innovation, Healthy Homes, Green.

Program Director:
Derek Winslow

Products or Process:
The products or processes are used to support our project work:
1. Homeownership Center
2. Community Organizing
3. Loan Program
4. Local Services

What a Year This Was!
Last year great of CCNA and WEHDC ability in getting the success and speed together to face any and all challenges.

330 Chestnut Street

Areas of Work/ Ways of meeting the Mission

- Individual Counseling
- Homebuyer Education
- Local Funding
- Financing
- Intensive Referral
- Referral Services
- First-time Homebuyers
- Referral Services
- Home Repair Grants
- Homeownership Program
- Local housing education, education, mentoring, support.

Quotes: Innovation is hard when getting out there. You'll find systems for high efficiency, standardization.

Who Takes the Lead?

Community Playing Its Part as an Equal



Making Great Places

Six Principles

Engaging, catalysing and coaching communities to come together within **six principles**:

1. Leverage local knowledge and initiative – form an umbrella *‘group of groups’*
2. Affirm and think of ‘our place’ as a *whole place*
3. Be clear on the value being added
4. Catalyse self-organisation at the local level
5. Generate a *whole of community* strategy
6. Work in sync with the power of supporting organisations to generate community value

Community Thinking as a *whole community*?



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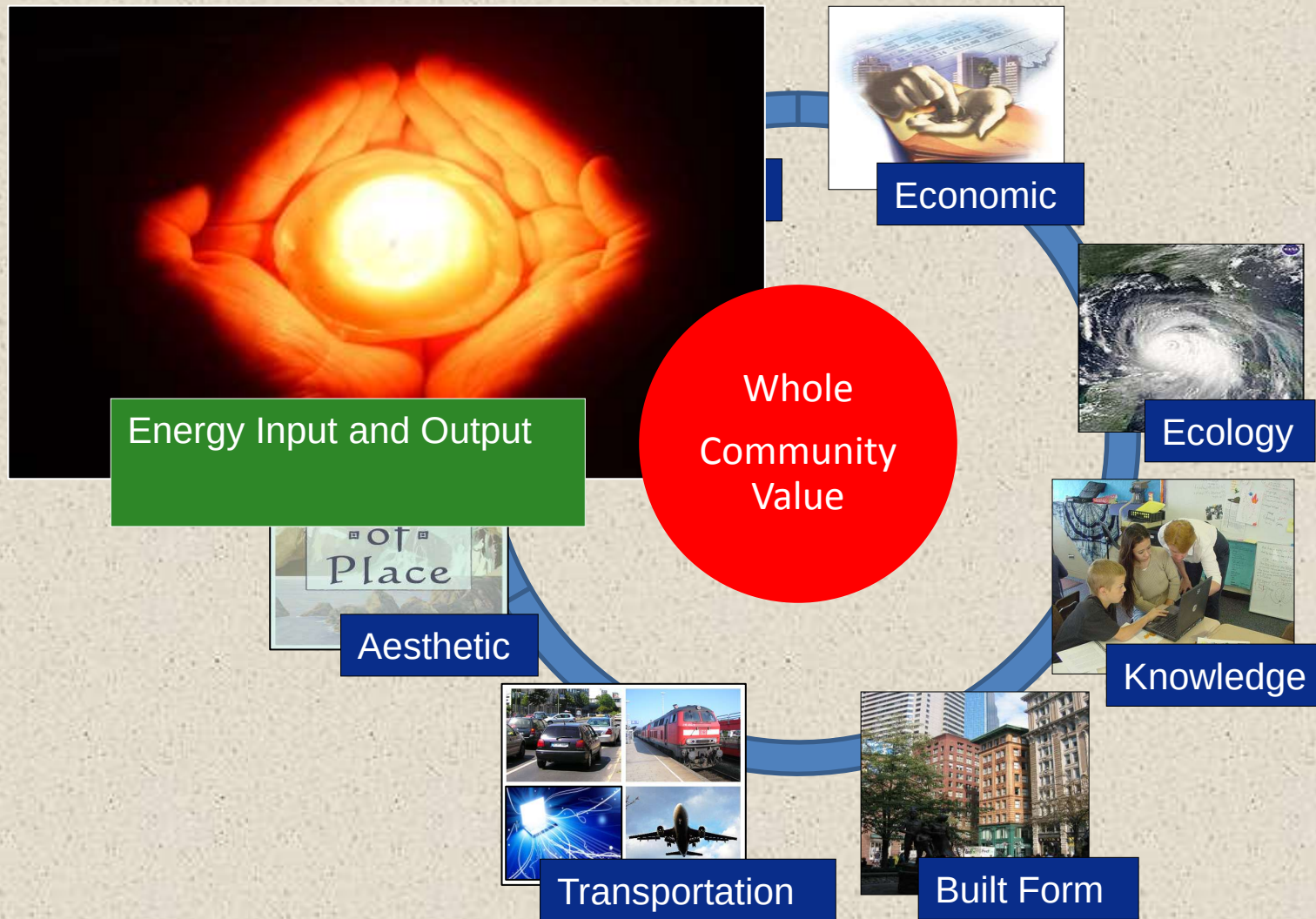
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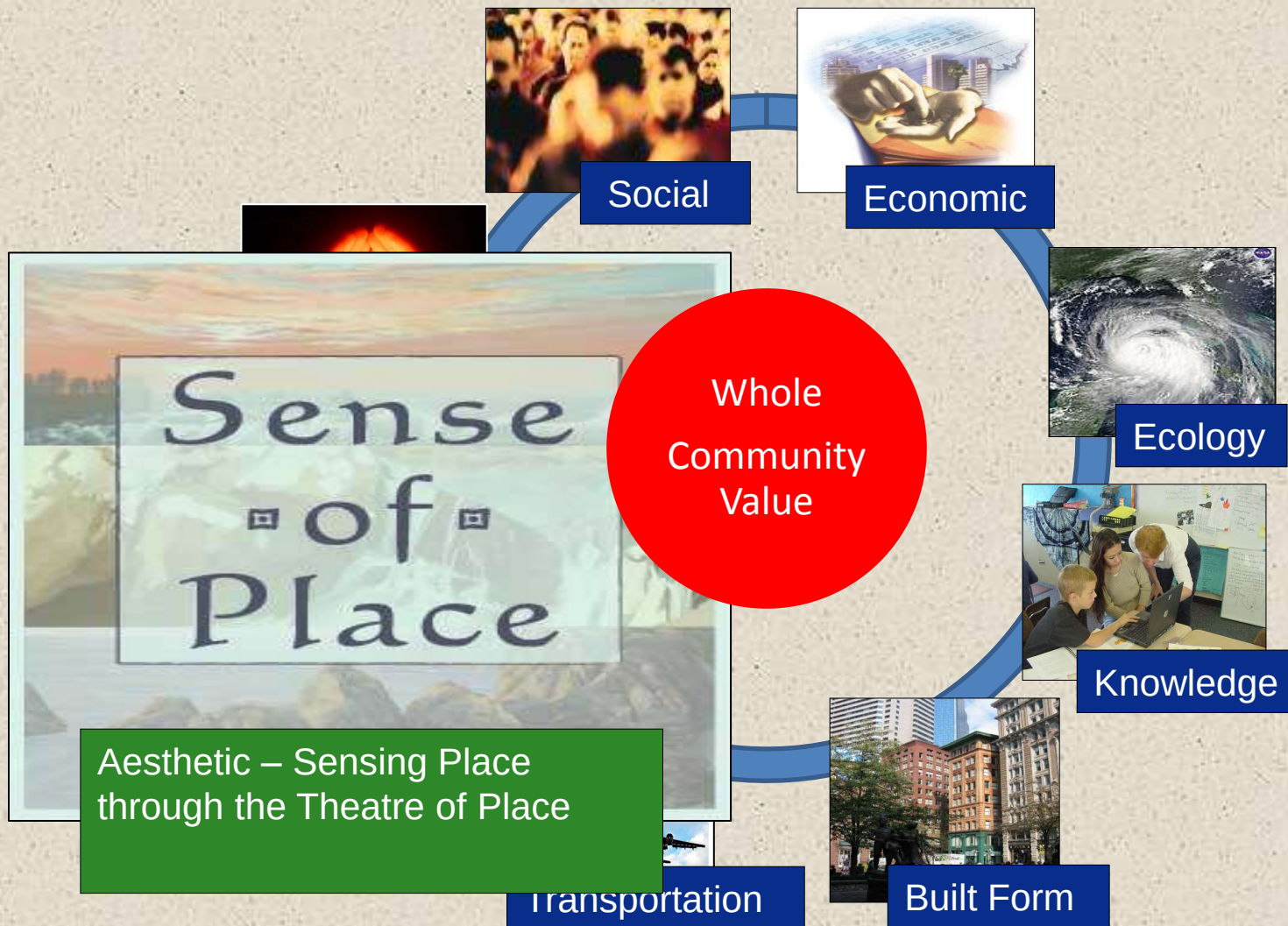
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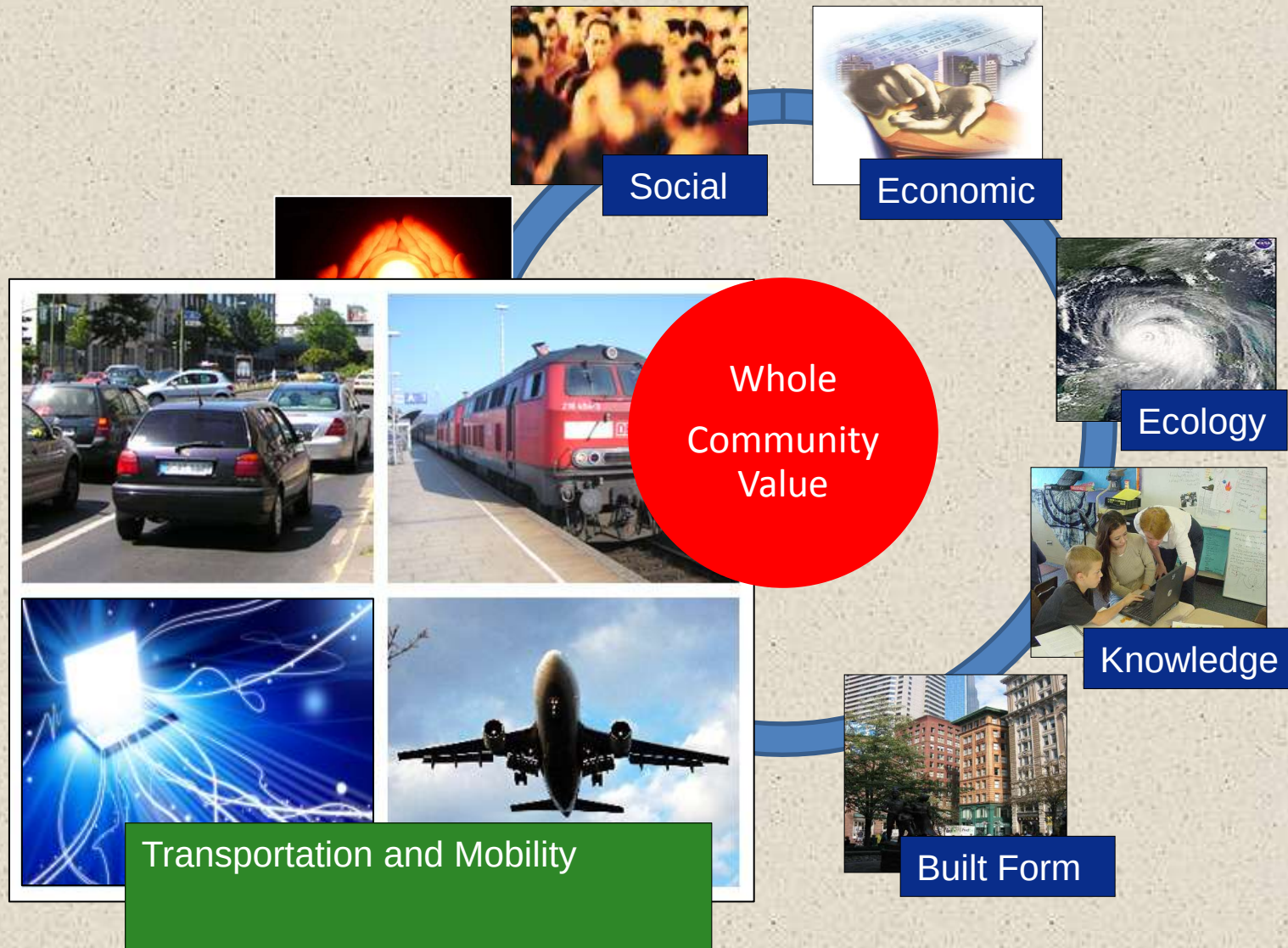
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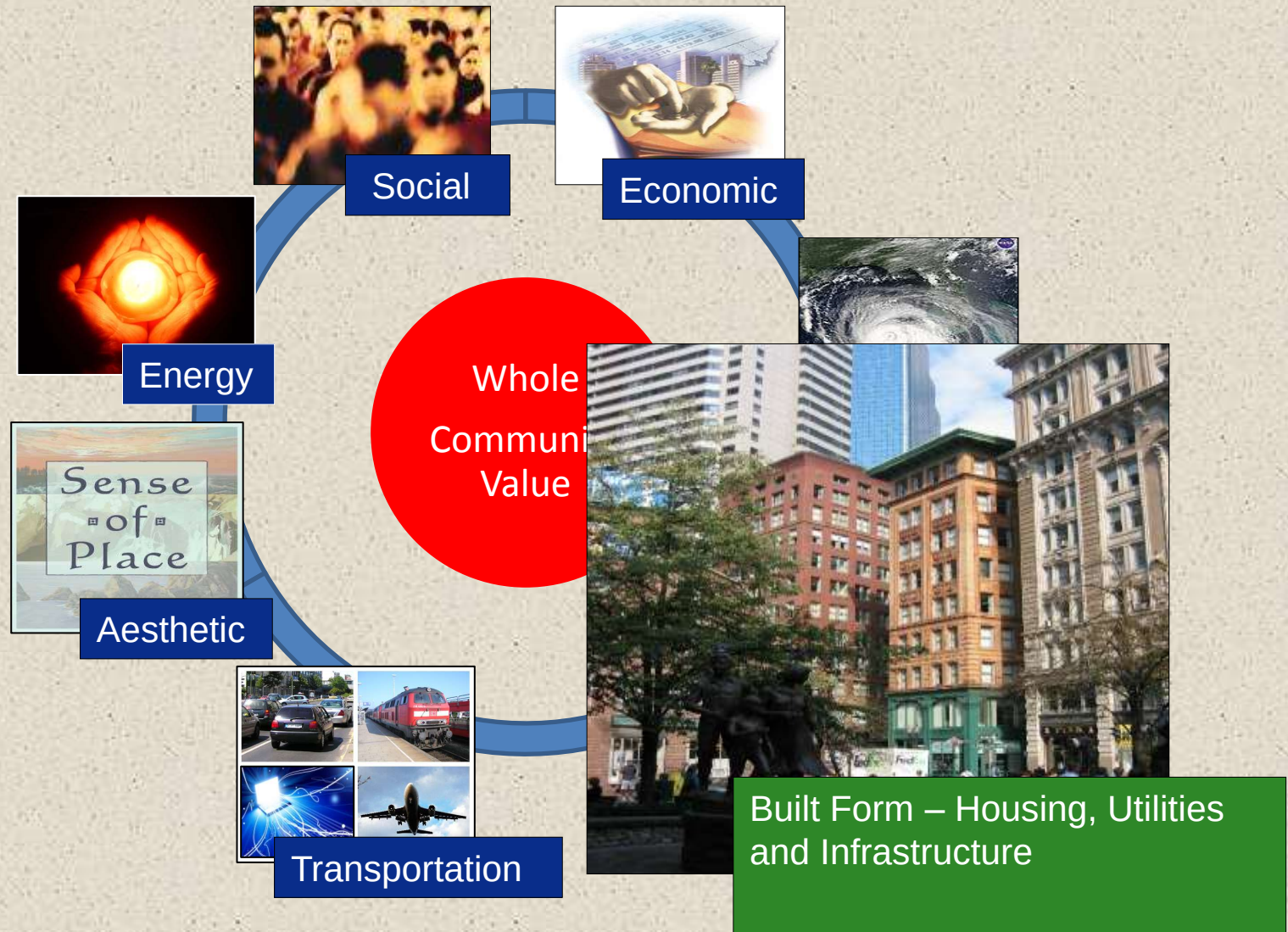
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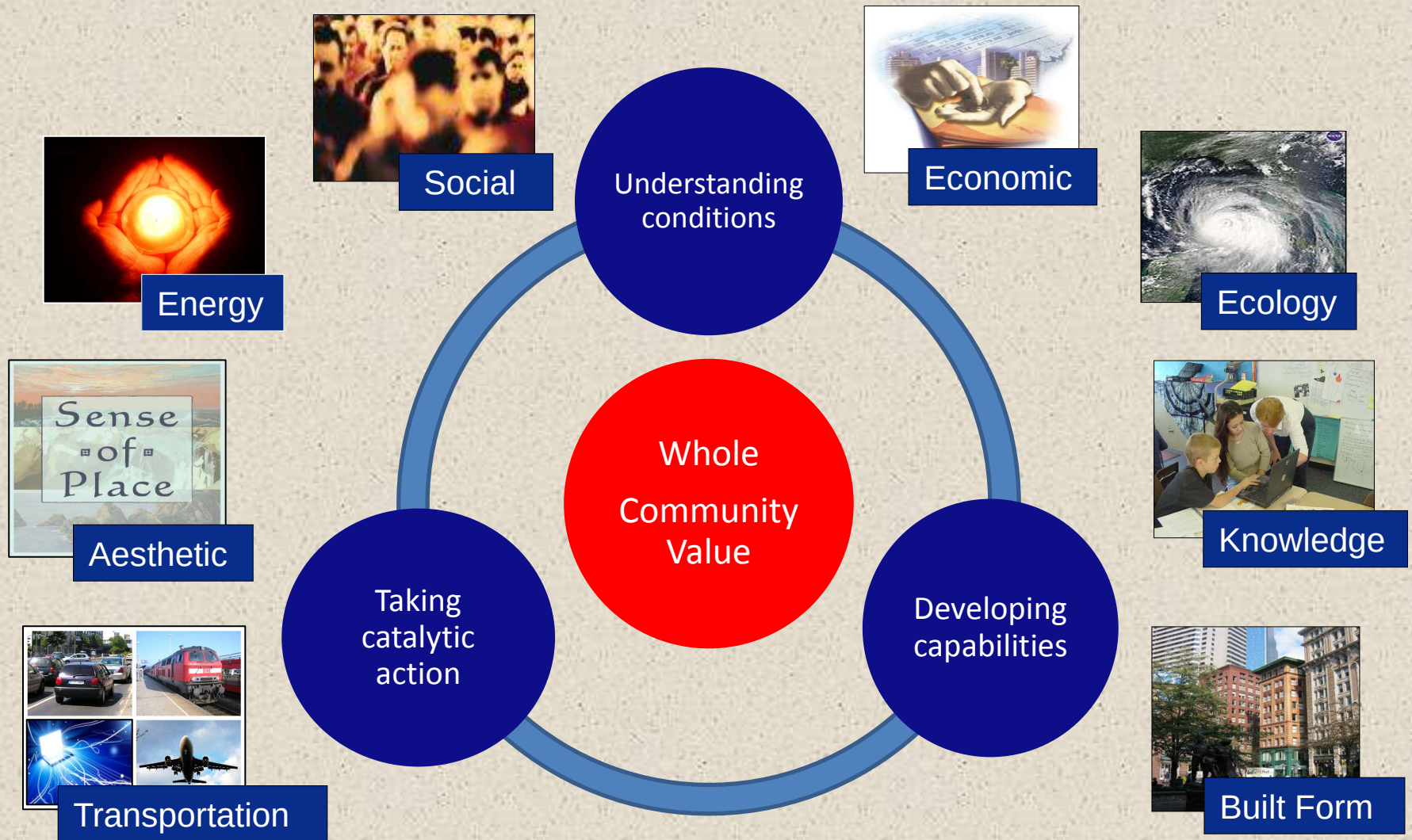
Community Thinking as a *whole community*?



Whole of Community Strategy



The Resilient Futures Framework



resilient futures

www.resilientfutures.org



What does it mean to be *resilient*?

Conventional Resilience:

Continually bounce back from shocks

Resilient Future:

Change Ahead of Change

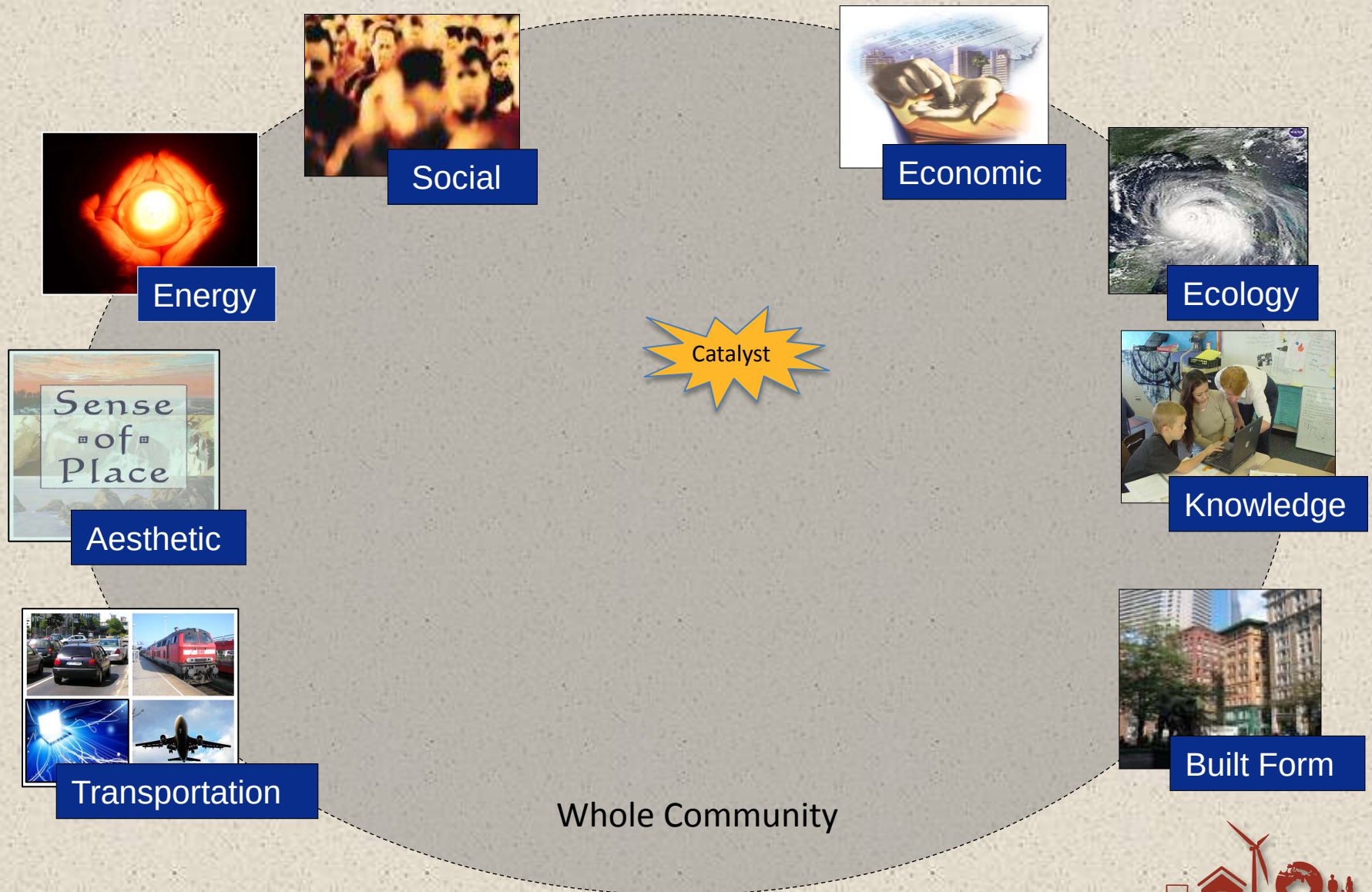
If *our* communities
don't own their future,
who does?



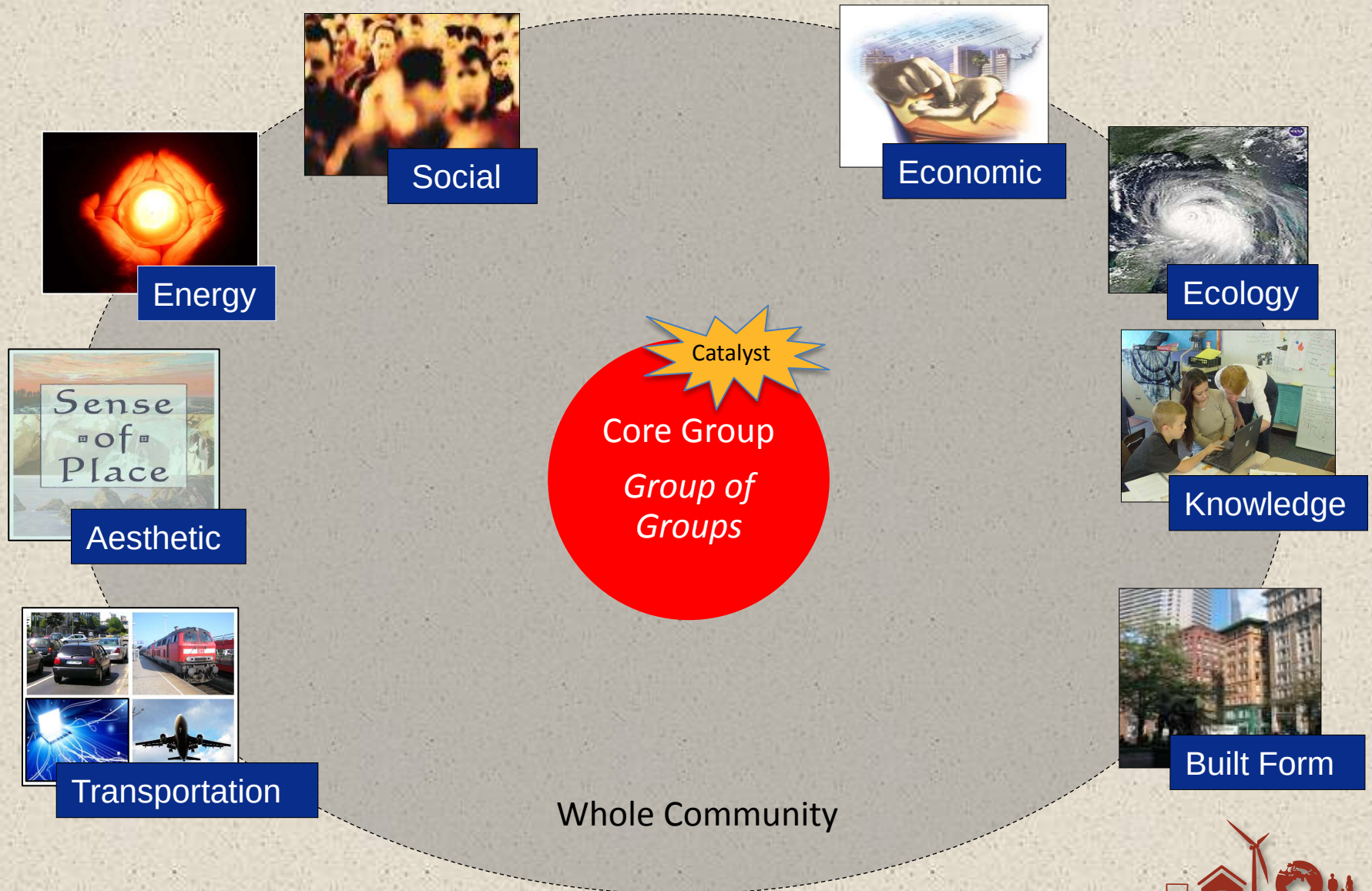
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www.greatplaceaustralia.com.au

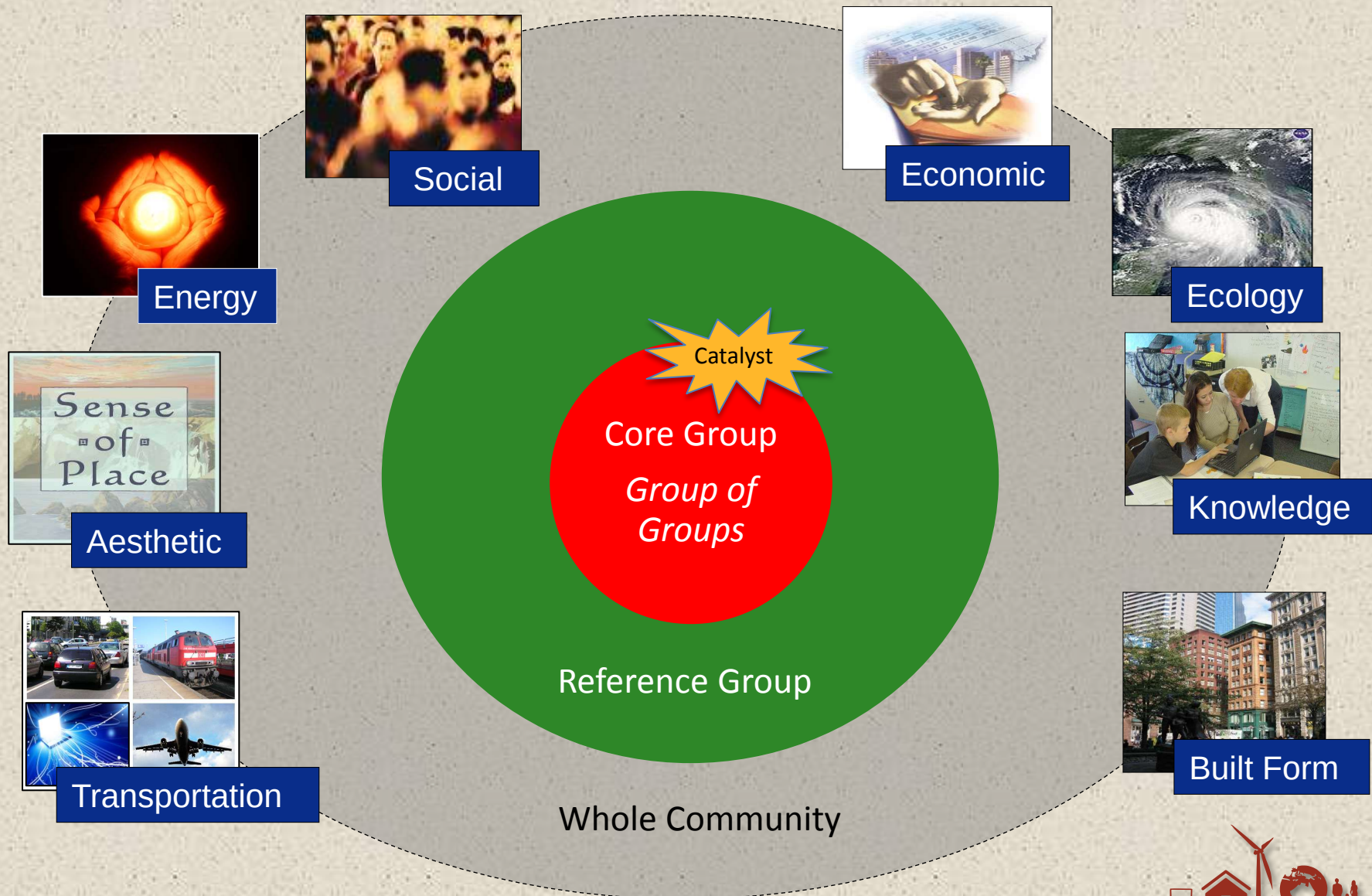
Identify and Support a Catalyst



Support Them in Forming a Group of Groups



Formulate a Program to Develop Strategy



**If communities
don't own their future,
who does?**