




It Takes a Town

The Vision

Strengthening a culture of generosity & responsiveness to create opportunities & environments for all children to thrive.



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Strengthening a culture of generosity & responsiveness to create opportunities & environments for **all-children everyone** to thrive.



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Learning No. 1

- *Don't be embarrassed to hold a big vision.*
- *Set a vision that everyone can find a place in.*



Why we're doing it

- Government and the sector can't adequately respond to the complexity or scale of the problems
- People expect government and the sector to fix the problems
- We have lost our permission & confidence to act
- Communities are the petrie dishes that turn risk and protective factors on and off
- People want to contribute, but they're not sure how, and they balk at commitment




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The nuts and bolts

1. Vincent Fairfax Family Foundation
2. The Family Centre
3. Focused on the 2484




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Learning No. 2

- *Let go of control and breath deeply. There are risks in handing the lead role over to community, but these risks can be managed effectively.*
- *It's not difficult to reconnect people to a sense of shared responsibility for children & each other. We just have to re-establish permission and grow confidence to act.*




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- Informed by these approaches / theories
 - Asset-based community development
 - Collective Impact
 - Ecological theory




Flipping the Ecological Model

The 2 models have to exist side by side. Communities turn on risk and protective factors.




4 broad strategies for a thriving community

1. Harnessing generosity
2. Building circles of support
3. Creating impact
4. Strengthening permission & confidence to act




Harnessing generosity

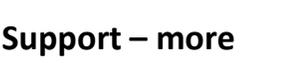
- Get behind the small projects / initiatives that come out of the community (shared libraries, Generosity Corner, Pay it Forward Laundromat, Pick Your Own Trail)
- Engagement via social media
 - Create a focus on what we want more of
 - Tell stories of vulnerability through a new lens i.e. we can all be vulnerable
 - Talk up the stories of generosity






Circles of Support

- Match families (or anyone) seeking change with individuals who can support the achievement of their aspirations.
- We match families with one or two core-supporters & then wrap community offers around this e.g. childcare, mentoring, horse riding, music lessons, business support, access to low cost items.
- Many of these Circles never close, because friendships are formed.

Circles of Support – more about the model

- On a resource of 8 hours per week, we hold up to 15 families.
- Entry: word-of-mouth, services, pre-schools, facebook, chance encounters (parks, shopping centres), we approach them.
- The support comes from other residents, businesses, Rotary clubs, services, facebook offers, philanthropic, sporting clubs.




Circles of Support – supporters are **Response-able**

ITAT doesn't have volunteers, but we have 800 members. Anyone who connects is asked to contribute according to their abilities, resources, skills & interests. They are asked to contribute for as long as it feels good.




Circles of Support

"Circles of Support has helped me to afford driving lessons, whilst helping me to help others with IT skills, along with giving me a push to start some sort of semi-business."

"There was a lady that was coming out to see me every week ... you know cause it's pretty traumatic and she just made sure the wheels are turning, like you know, do some folding, and just chat about plans."




Creating Impact

- Get everyone focused on the common agenda (sporting clubs, groups, churches, residents, business etc.) – talk it up.
- Link & leverage connections across sectors, to activate the common agenda.
- Prototype initiatives – big or small - that hold the seeds of change (e.g. Each Day & Every Experience Matters, Skillshare).




Permission & Confidence to Act

- We don't need more services or programs, we need more people acting on 'behalf of'.
- We promote "act in an instant".
- We ask "What can you contribute? What would you love to see more of? How can we support you to create it?"
- Leadership program




A few more learnings

- It's easy to ask on behalf of others
- Fecundity – provide a platform for connection and/or 'doing' and watch things grow
- People want to contribute, but need to be asked the right questions to identify 'how'
- Traditional volunteering isn't as appealing as supporting people to contribute on their own terms




A few more learnings

- A well-branded 'community' initiative with the right backing, generates trust and contribution (\$90,000 extra in support + Stone & Wood).
- Don't try to control where generosity & responsiveness go. Keep the vision broad & out of the box opportunities will emerge (housing for older people, support for women).




A few more learnings

- Generosity & responsiveness are linked to higher levels of trust. More trust = lower crime, better education & economic outcomes
- Collective impact work isn't about connecting people to your vision. It's about finding the point of contact between your vision & theirs.
- It isn't resource intensive – 28 hours p.w.




Take-away message

We have to flip the ecological model and place **community at the centre** in order to turn on protective factors for children & families. Government and services are not responsible in isolation. Many communities are ready to be response-able. For a small diversion of funds back to ABCD *with a twist*, we will see big results.

