



What makes a great town?

Community Builders
WEBINAR SERIES

Presentation by
Peter Kenyon



Welcome to today's webinar

Thank you for your attendance and we'll move quickly into the presentation shortly.

My name is Charles Alder and I am one of the two co-Founders of Rural Aid. Our organisation is here to support rural communities across Australia in times of natural disaster, flood, fire and drought and now Covid 19. We hope these webinars can give you all the inspiration and knowledge to plan your community's rebuild after these disasters.

I'd like to take this chance to thank Bushells for supporting this community endeavor, most of us probably have a cuppa right in front of us now, so Thank you Bushells.

Today's presentation is being recorded and all handouts and this recording will be available from the Rural Aid and Bank of Ideas websites after the event.

To the right of the main screen you'll see a chat panel, if you have any questions please write them in there and we'll do our best to get your answers for you before the end of the presentation. If not, we'll get written answers as best we can. You are all muted so the chat window is the only way you can communicate with us.



Our Key Note Speaker today is none other than Peter Kenyon from Bank of Ideas.

Peter was awarded the 2017 WA Senior Australian of the year for service to community and there is no more learned person in Australia when it comes to the concept of small / rural town renewal.

A community enthusiast and social entrepreneur, Peter Kenyon has worked with more than 2000 communities in Australia and in 59 countries seeking to facilitate fresh and creative ways that stimulate community and local economic renewal. Motivated by the desire to create caring, healthy, inclusive and enterprising communities, Peter, through his organisation, Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies) helps communities spark their own ideas and invest themselves in building sustainable futures.

A significant part of the organisation's income is returned to innovative community initiatives. In the last year he has worked with 70 communities from Marble Bar to Margaret River, Launceston to Mission Bay, and convened community building conferences in Australia, India and New Zealand. A keen author, Peter has written 16 books on community and economic development, youth policy and enterprise. Peter's passion and purpose sees him traverse the globe continuously in his relentless desire to enable communities to discover their strengths and transform themselves.



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

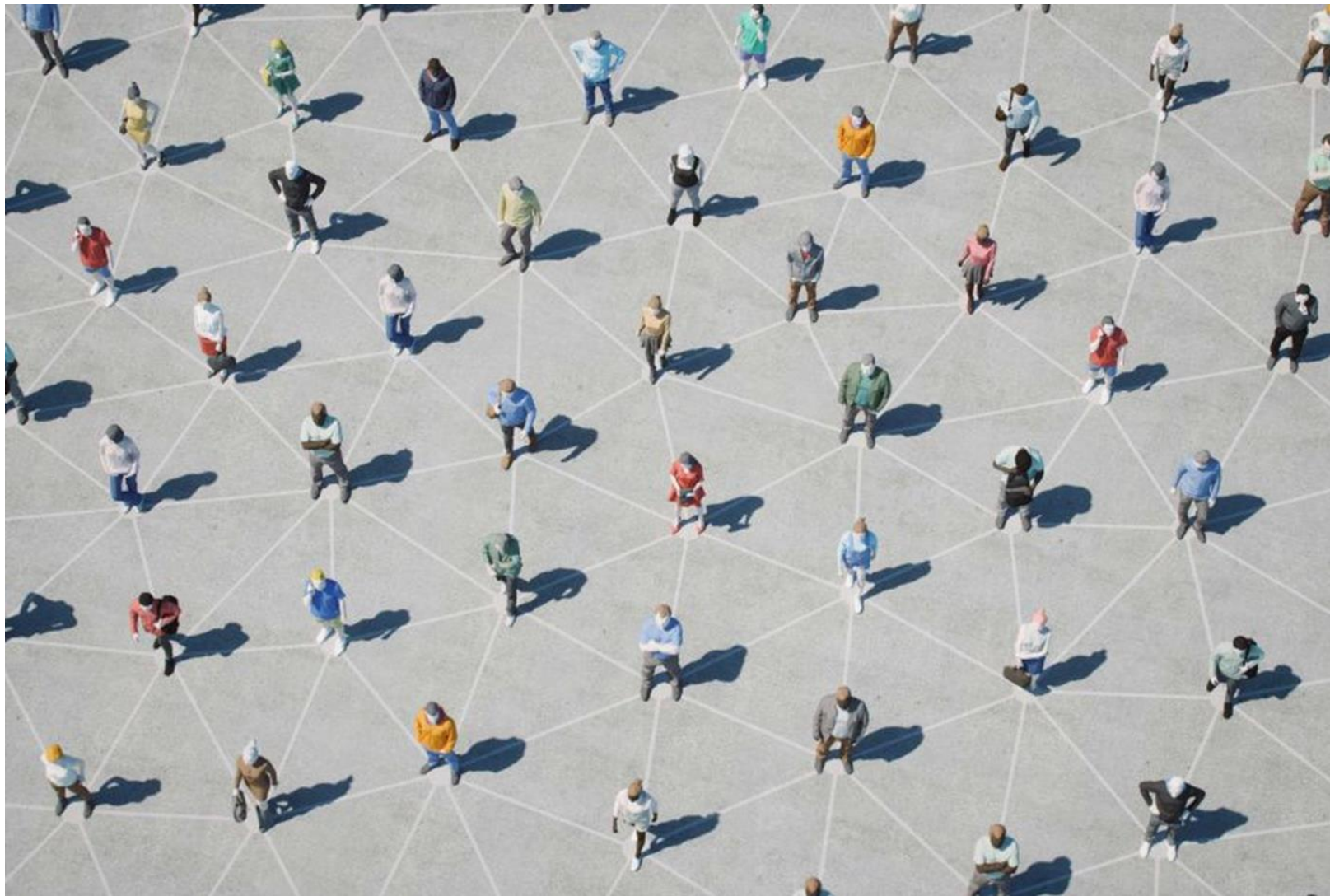
Paul Born



**“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







Working from home as a parent...



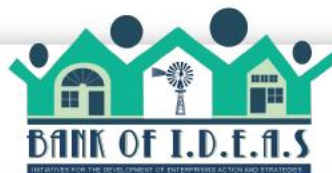


‘Don’t expect the “reboot” to put your community right back to where it was before COVID-19. For starters, it’s not possible. I’ve read and heard this many times and I agree: When this is over, the world will have changed in many ways.

But also, even if we could, we shouldn’t settle for a return to the 'old' normal.

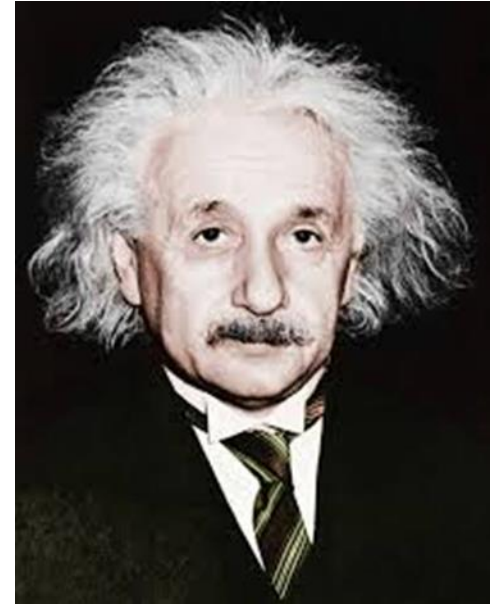
We owe it to the community to aim higher’

—Quint Studer



**“In the midst of every crisis, lies great opportunity...
let’s not pretend that things will change if we keep doing the
same things”**

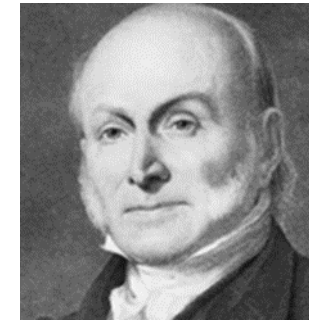
-Albert Einstein



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)**



1. 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)



1. 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**

2. Positive Mindset

“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

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**

The future ain't what it used to be



“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”**

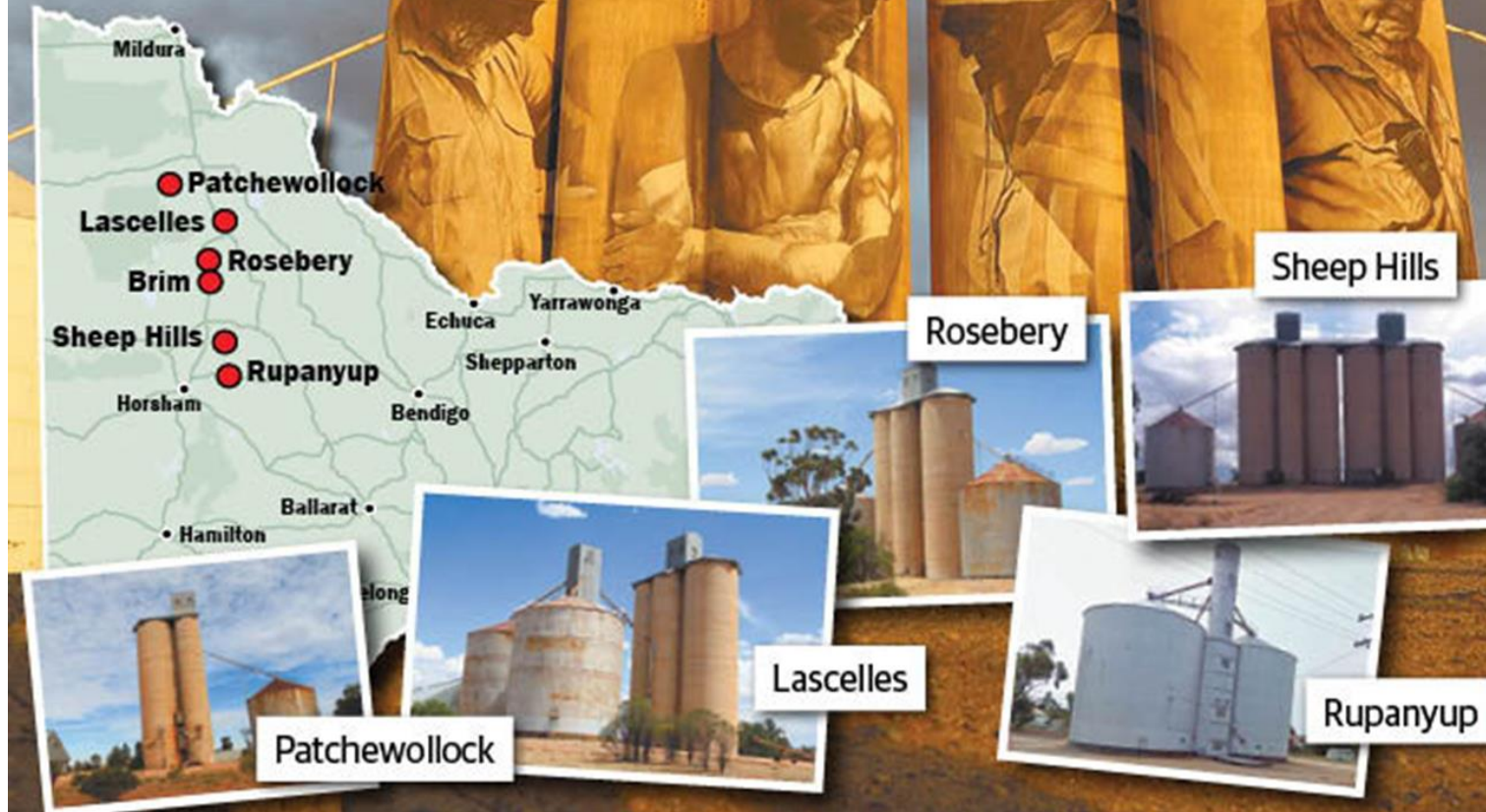
-Michael Kiely





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)



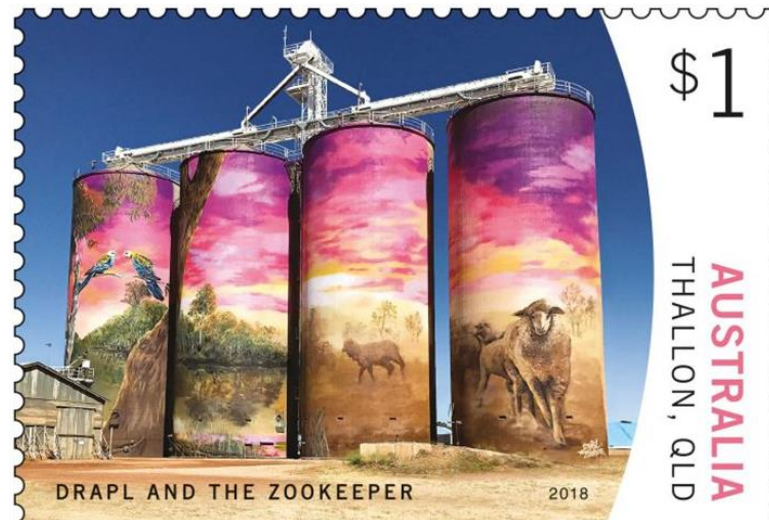






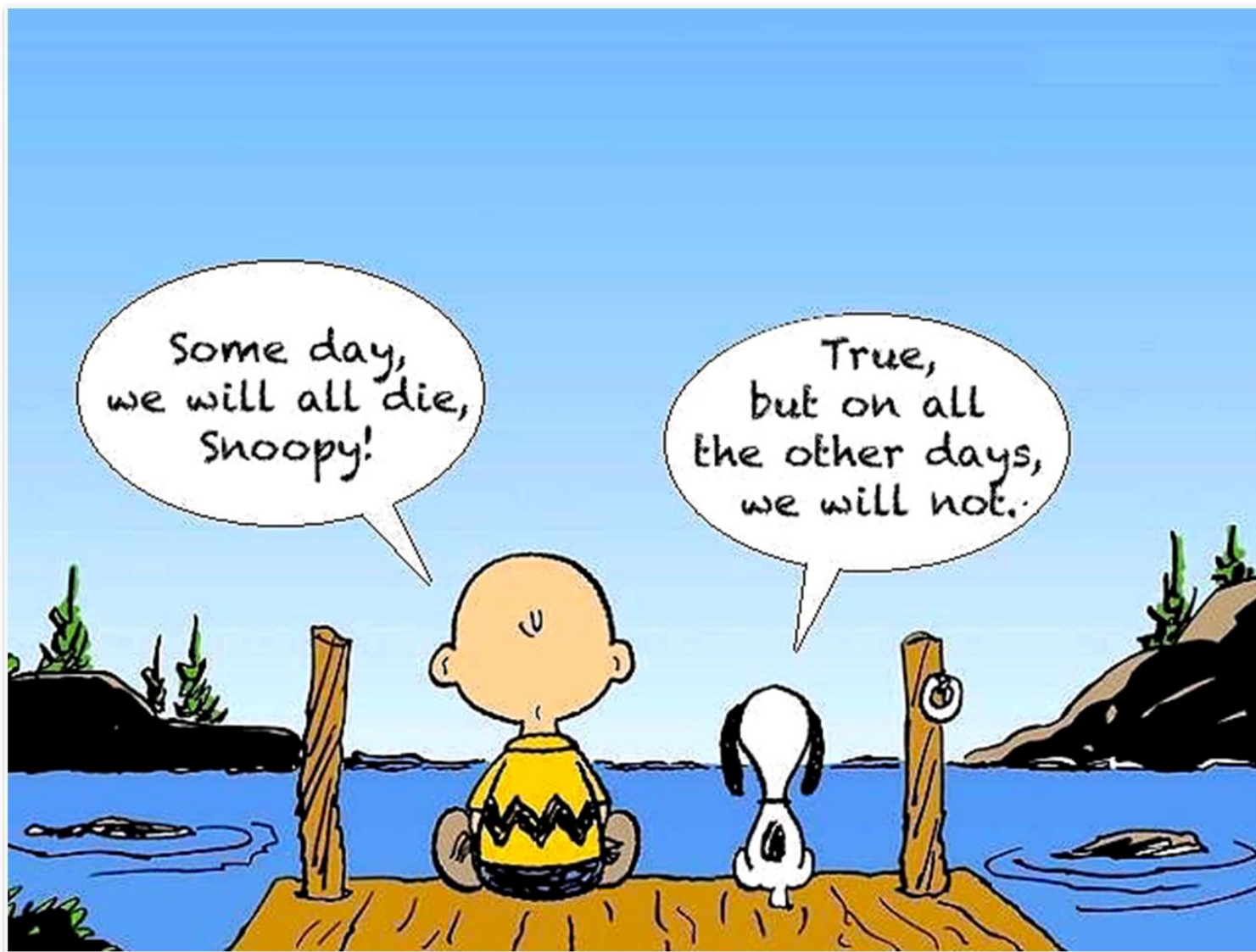


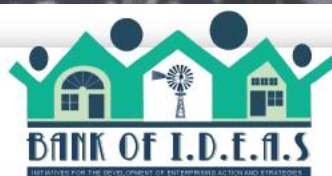




2. Positive Mindset

- 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**





***“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.”***

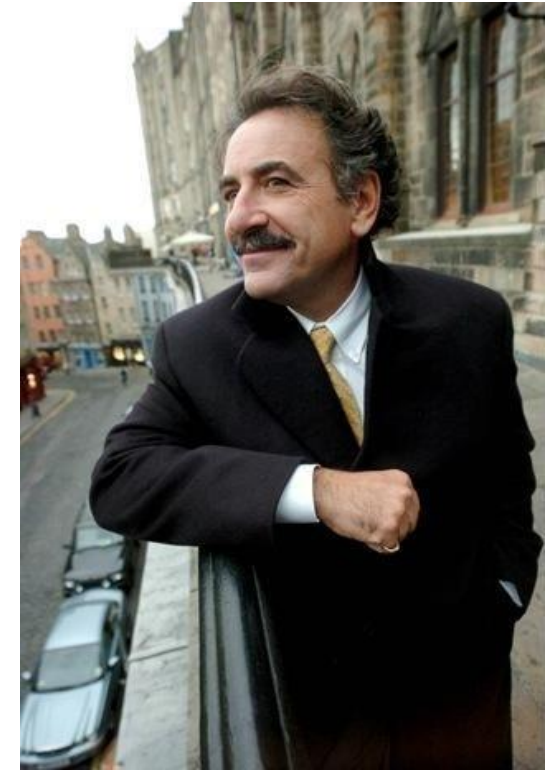
**-Vicki Buck, Former Mayor,
Christchurch City Council**



3. Healthy Community Building Practices

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

(Ernesto Sirolli)



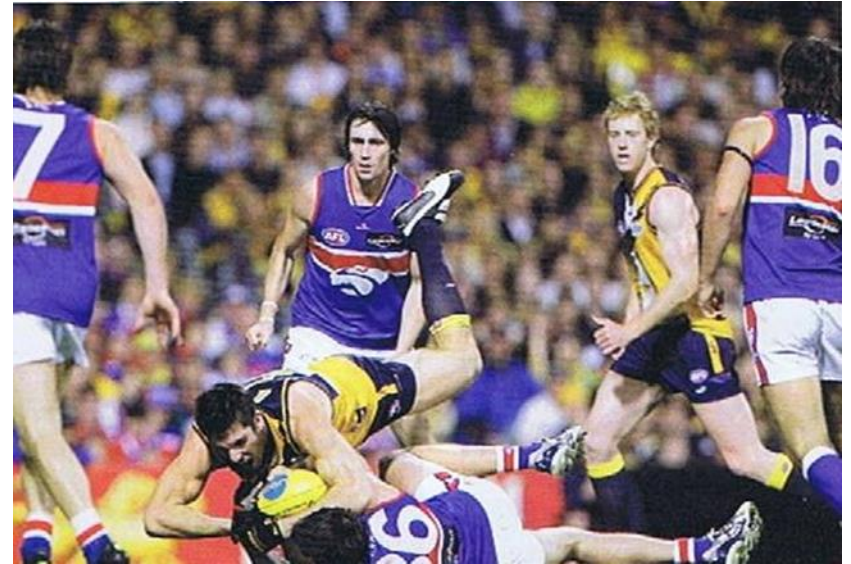
Healthy Community Building Practices

- 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)



Regular and Meaningful Conversations

“One of the things we need to learn is that every great change starts from very small conversations held among people who care”

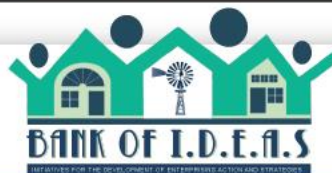
-Margaret Wheatley



City Rituals & Traditions



Saturday, July 26, 14



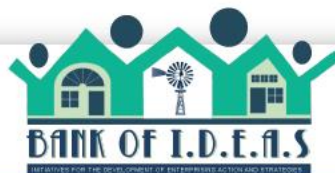
City Rituals & Traditions



Saturday, July 26, 14

Healthy Community Building Practices

- 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 engage this group now!



Characteristics of a Healthy Community

Healthy

Optimism, hope and 'we are in this together'

"We can do it"

Value intangibles like vision and values

Consensus building

Collaboration

Focus on the future

Interdependence

Broad community participation

Leadership renewal

Unhealthy

Cynicism

'Nothing works'

Emphasis only on tangibles

Polarisation

Confrontation

Debate the past

Parochialism

Few do everything

Same old faces

Characteristics of a Healthy Community - Cont

Healthy

Think and act in long-term
Listening
Reconciliation
Win-win solutions
Politics of substance
Diversity and involvement
Challenge ideas
Problem solvers
View challenges as opportunities

Unhealthy

Short-term thinking
Attacking
Hold grudges
Win-lose solutions
Politics of personality
Exclusion
Challenge people
Blockers and blamers
See themselves as victims

4. Strong Economic Development Behaviours

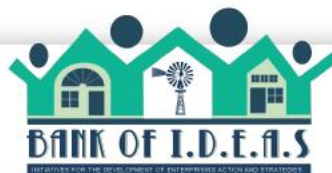
C.A.R.E. STRATEGY

C-REATION

A-TTRACTION

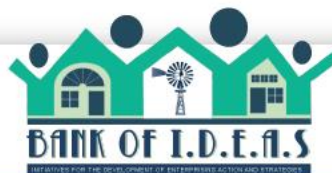
R-ETENTION

E-XPANSION



4. Strong Economic Development Behaviours

- 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 Behaviours

- 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*'

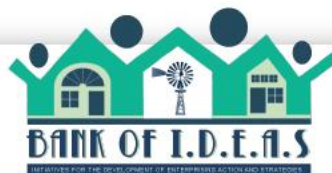
What Makes a Great Town?

1/Proactive and Shared Leadership

2/ Positive Mindset

3/ Healthy Community Building Practices

4/ Strong Economic Development Behaviours



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



Kulin

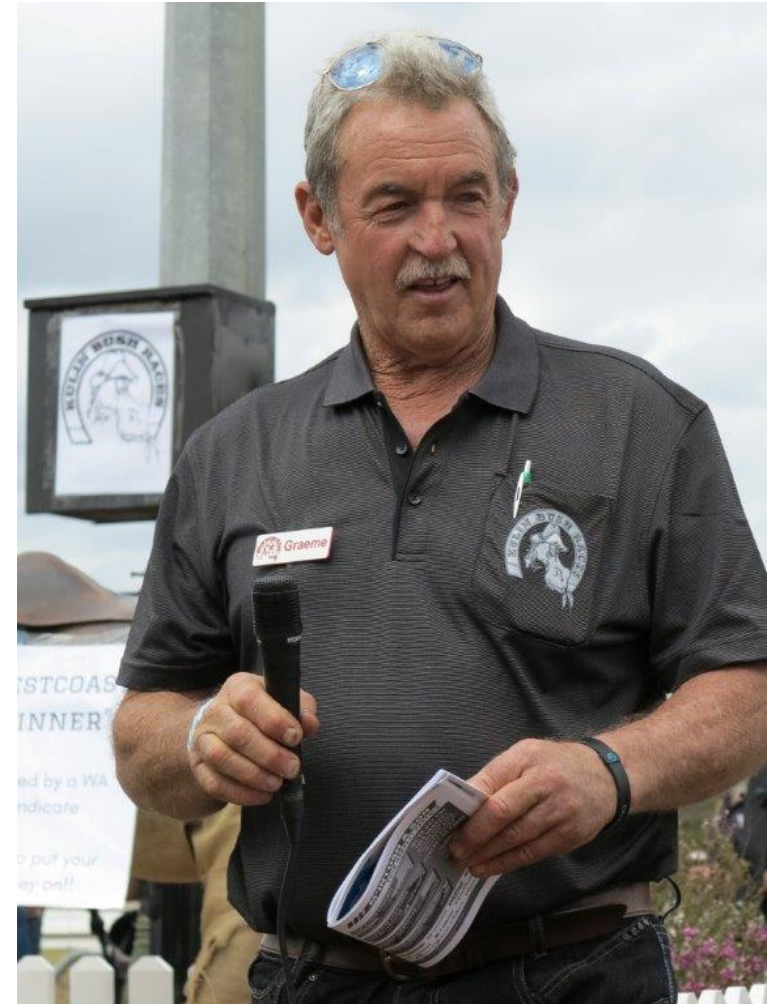


Ladies and Gentlemen, please meet Graeme Roberston from Kulin

Graeme Robertson is a leader in our Community and has been a key contributor to the success of Kulin. Graeme's ongoing efforts have helped shape Kulin's identity and been instrumental in creating a vibrant community that remains a proactive and sustainable environment for business, families and visitors a like.

Elected to Council in 1983, Graeme served until 2009. Inaugural President of the Cultivating Kulin Committee, Life member of Kulin Football Club, 400 games multiple best and fairest awards, Board Director of Kulin's own Community Bank, Chairman of Kulin Bush Races and so much more.

Graeme was awarded an OAM for services to community in January 2020.



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.










Kulin Community Bank

 **Bendigo Bank**
Bigger than a bank



RURAL
(aid)
AUSTRALIA



Bushells
OUR CUPPA SINCE 1883

Questions??

If we don't get to your questions today we'll put them all together and supply some answers through the notes in the coming days and via the Rural Aid and Bank of Ideas websites.



Thank you for joining us for today.

Our next webinar will be held on Tuesday 12th May at 10am Eastern Time.

Our guest talking with Peter and myself next week will be the founder of the famous Beechworth Bakery, Tom O'Toole on the subject of

Building Good Businesses in small towns

