

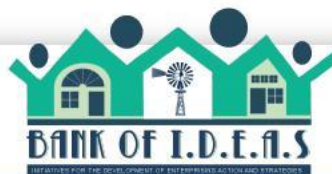
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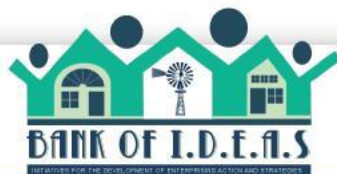
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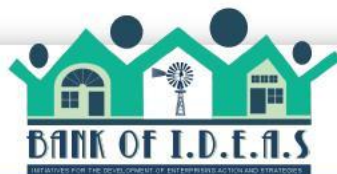
Welcome

- We acknowledge Traditional Owners Australia wide for their continuous connection to the land. We pay our respects to Elders past, present and emerging.
- Thanks to Bushells for supporting this community endeavor, most of us probably have a cuppa right in front of us now, so thank you Bushells.
- This 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. You are all muted, so the chat window is the only way you can communicate with us.

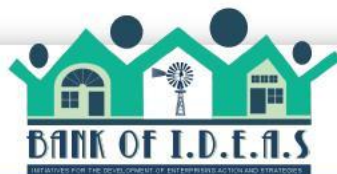


Join our Community Builders Facebook Group

<https://www.facebook.com/groups/we.are.community.builders/>



Knowing and Communicating Our Stories



Quote

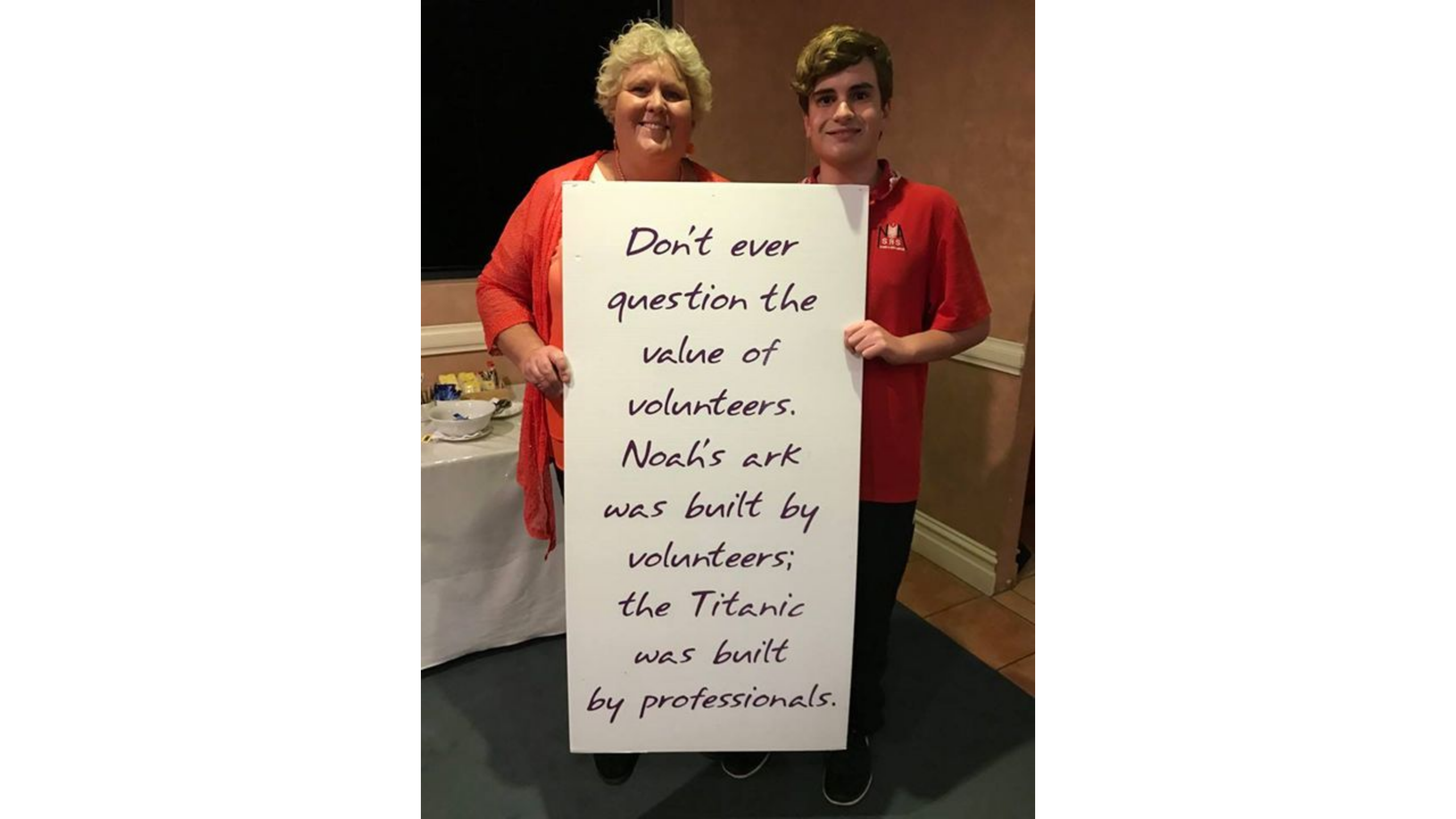
“The nice thing about living in a small town is that when you don’t know what you’re doing, someone else does”

-Source Unknown

Quote

“The sun does not forget a village just because it is small”

-African Proverb

A woman with short blonde hair wearing an orange cardigan and a young man with brown hair wearing a red polo shirt are standing together and holding a large white sign. The sign has handwritten text in black ink. The background shows a table with a white tablecloth and some items on it, and a dark wall.

*Don't ever
question the
value of
volunteers.
Noah's ark
was built by
volunteers;
the Titanic
was built
by professionals.*

What makes a great town?

1. Proactive and shared leadership
2. Positive mindset
3. Healthy community building practices
4. Strong economic development behaviours



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



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'
- Ensures they are **digital-ready**



Key Community Builder Roles

- Community Engagement & Mobilisation
- Asset Mapping & Connecting
- Hosting of Learning Conversations
- Network Weaving
- Storytelling



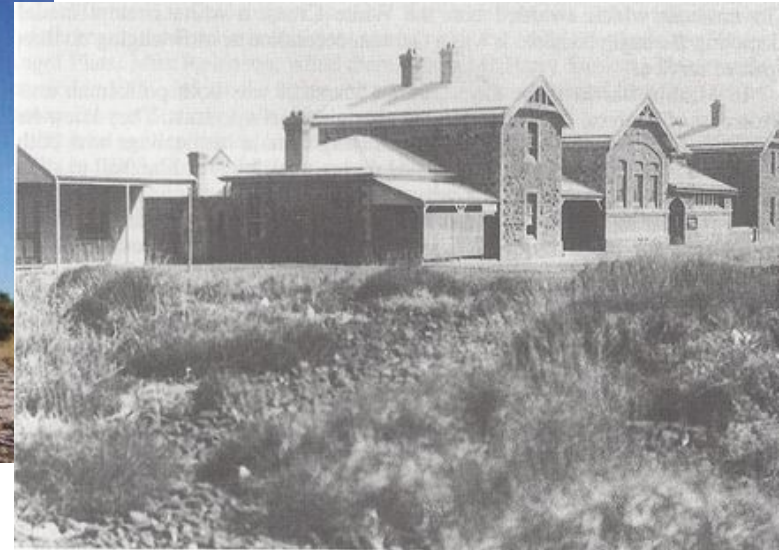
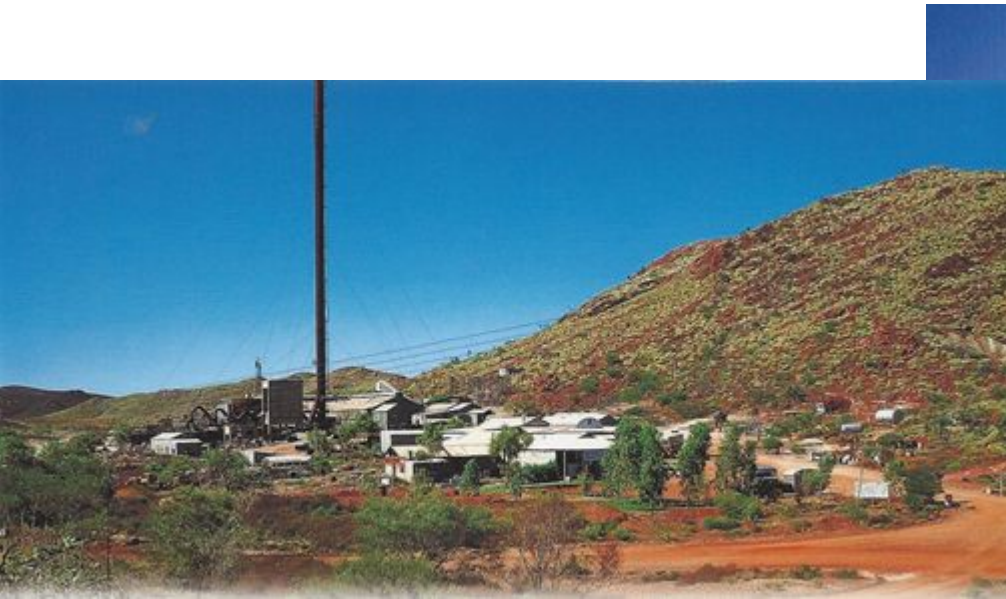
Storytelling is the most powerful way to put ideas into the world today'.

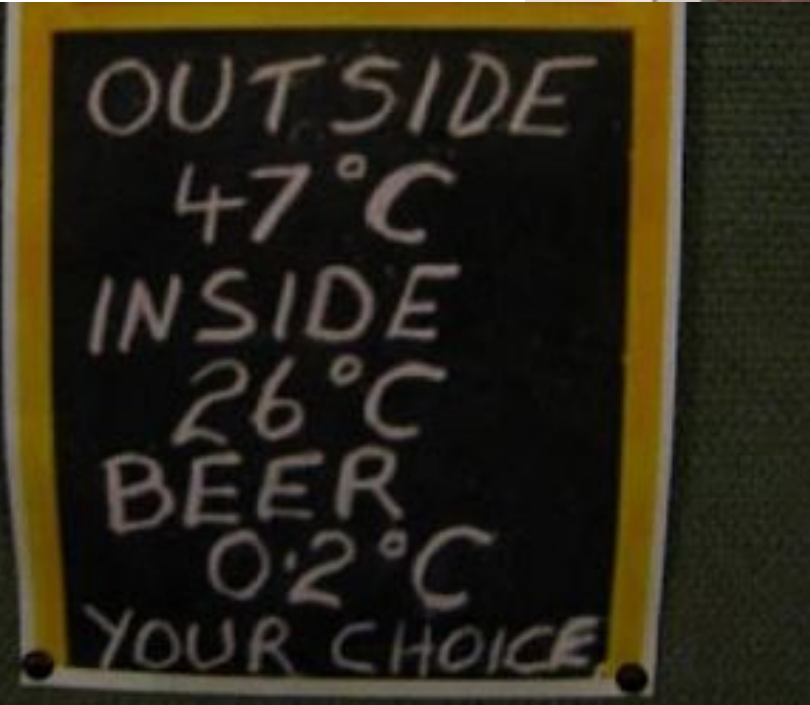
(Robert Mckee)



Marble Bar is best known as the stinking hot joint
which always seems to get a
crack in the weather report!

(West Australian Newspaper, 20/4/16)













Apple town is the ugliest

DONNYBROOK is one of the ugliest towns in Australia according to an international community development expert, and Dardanup doesn't rate much better.

Mr Peter Kenyon last week gave Balingup, Bridgetown, Collie and Manjimup full points for community initiative and effort.

But Donnybrook and Dardanup got the thumbs down.

Mr Kenyon said Donnybrook was so ugly people just wanted to drive through the town.

Apple town is the ugliest

DONNYBROOK is one of the ugliest towns in Australia according to an international community development expert, and Dardanup doesn't rate much better.

Mr Peter Kenyon

Apple centre needs to shine for visitors

BY CARMELO AMALFI

DONNYBROOK'S apple-shaped street lights are losing their lustre to the hundreds of visitors who shoot through the town without looking back, according to rural development expert Peter Kenyon.

Mr Kenyon, who has been working with WA, Victorian and South African councils finding ways to invigorate their towns, said the main reason people were not stopping was that Donnybrook — like many country towns — was visually unappealing.

First impressions were vital to encouraging longer pitstops and spending.

Mr Kenyon said the residents of Kaniva, near the Victorian-South Australian border, built Australia's most attractive toilet block to get visitors to stop.

Donnybrook-Balingup shire clerk John Attwood initially found Mr Kenyon's assessment a little hard to swallow but said council was taking steps to reverse the growing drive-by trend.

Donnybrook tourist information centre says that last month, an extra 200 people stopped in town compared with the same time last year.

Most of them were searching for apples and apple souvenirs, said centre manager Anne Chapple.

Errol Clay, 85, who has been in business in Donnybrook since 1928, was adamant the Granny



Fruit drive: Shire clerk John Attwood tries the Donnybrook product. PICTURE: JOHN EVANS

Smith street lights must stay.

"I'll admit they look a little old," she said, pointing to the suspended plastic apples from the old railway station entrance.

"But apples, which represent Donnybrook's fruit and vegetable growing history, are part of our heritage.

"I wouldn't have stayed here so long if I thought Donnybrook was ugly."

23/7/94
h/1/82

Donnybrook - Bridgeman Mail
30/8/94

Businesses capitalise on town's 'ugly' tag

DONNYBROOK is gearing up for the town's first official "Ugly Day" on Friday.

The event is the result of criticism of Donnybrook by consultant Peter Kenyon who described the town as being "ugly".

Twenty-seven local businesses have agreed to support the day, five have refused, and six are yet to decide.

The businesses are planning to offer "ugly" specials such as "ugly" oil, "ugly" apples, "ugly" stationery, and "ugly" meat displays.

T-Shirts featuring the slogan "if you think I'm ugly, you should see Donnybrook" will be on sale at the Donnybrook-Balingup Tourist Information Centre, Donnybrook Mechanical Services, the Fruit Barn and the Donnybrook Recreation Centre.

One of those to support the sale of T-shirts is Rec. Centre manager Steve Bennett, who said the town should capitalise on being called ugly.

"I think being called ugly is positive for the town, as it has brought everyone together," Mr Bennett said.

"I think most people don't think Donnybrook is particularly ugly but most people do believe the town could do with some work.

"We're certainly getting a lot of publicity from being called ugly, and that is uniting the town in a common cause."

Mr Bennett said the idea of being considered ugly is "a short term thing, but the energy that being called ugly has created will go on a more positive cause".

"People from outside Donnybrook are commenting on this. It is the most publicity the town has received," he said.

"People have heard about us in Perth, Denmark, Collie and Harvey, and they have commented on it.

"Word has got around."



UGLY TO A 'T': Chamber of Commerce vice president Craig Clark and local businessman John Sheehan display a T-shirt which will be for sale on Friday's "Ugly Day".

Mr Bennett said he believed Donnybrook residents had come to laugh at the situation, "with their tongue in their cheek".

Proceeds from the sale of T-shirts on Friday would go towards providing T-Shirts with a more positive slogan later.

DONNYBROOK DIVIDED



ALL THE UGLY: Shell service station takeaway proprietor Jack McDonald, is selling 'ugly burgers' to capitalise on the ugly town label. Pictures: FAUL WEBSTER

Label stirs a bit of fun

UGLY

DONNYBROOK'S new 'ugly town' tag has inspired some comical antics among Donnybrook business people.

Shell service station takeaway manager Jack McDonald claims he is the ugliest man in Australia.

"But I do have some stiff competition from the guys working at the recreation centre," he chuckled.

Mr McDonald capitalised on the 'ugly town' label by advertising a special sale on ugly hamburgers last week.

The community aquatic recreation centre is getting lots of mileage out of Donnybrook's 'ugliest town' epithet.

"We think it is fantastic," assistant manager Ron Hartman said.

The recreation centre has launched a program of 'ugly' activities for the 'ugly' people of the 'ugliest town'.

"I don't think it is anything for people to get upset about," Mr Hartman said.

"The beauty here is more in the people than the surroundings," he said.

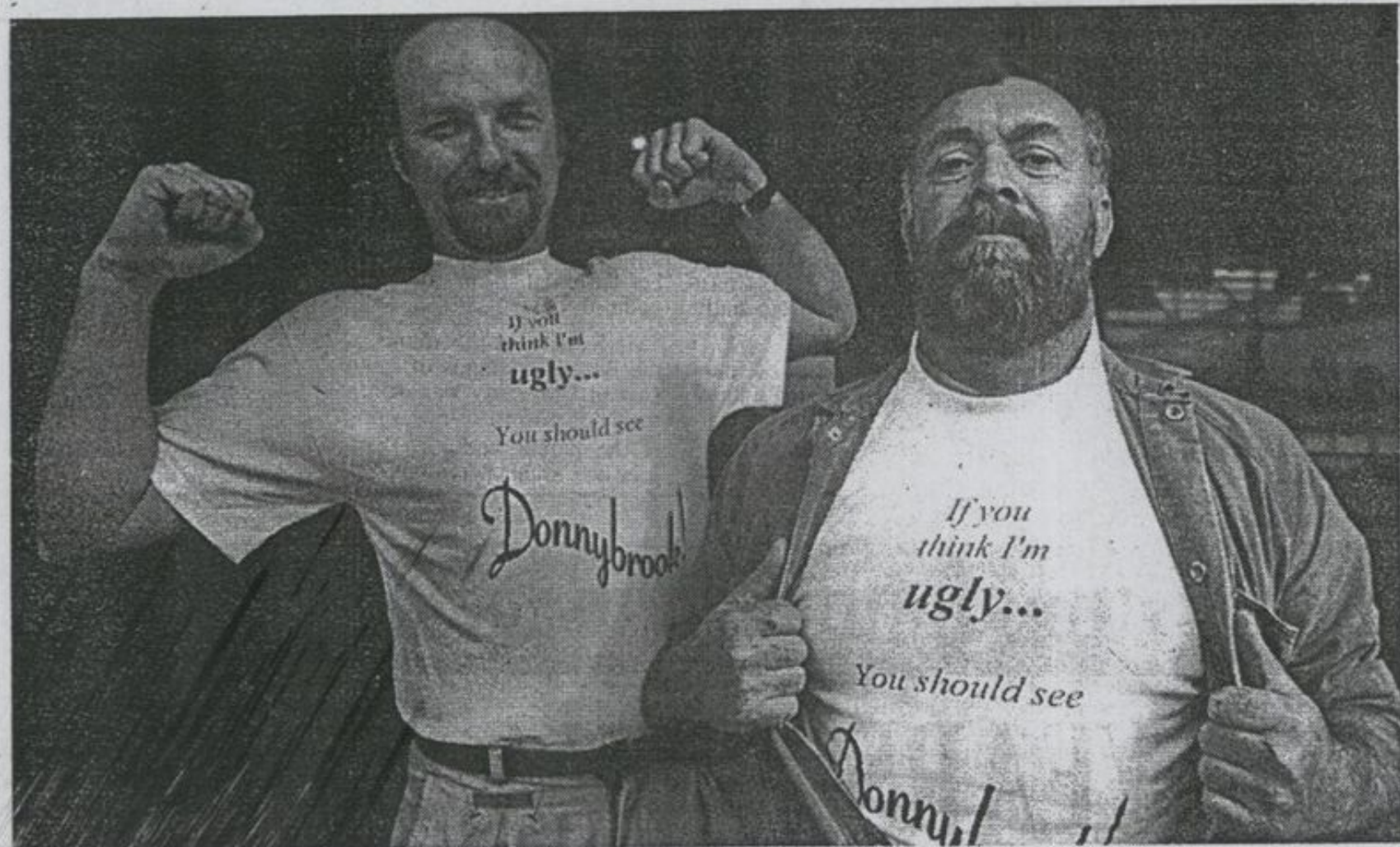
Recreation centre manager Steve Bennett said it didn't matter whether the main street was ugly because Donnybrook boasted the best used aquatic and recreation complex per capita in Australia.

He said the recreation centre project was a community effort and illustrated the community's pride and unity.

"About \$50,000 worth of voluntary labour goes in to this centre each year by local people," he said.

But Mr Bennett too thought Mr Kenyon's point of view had been positive.

"Sometimes we all need a slap in the face, a kick up the bum and a poke in the eye," he said.



IF YOU think these two look ugly, check out some others in Donnybrook tomorrow. Steve Bennett (left) and Roger Flecknell are helping the town celebrate its 'ugliest town' label with an Ugly T-shirt Day tomorrow. The T-shirts will be launched under the green apple lights on the

'Ugly town' Day

main street at 11am. They are the brainchild of Mr Bennet, who manages Donnybrook's Recreation Centre. And town maintenance worker Mr Flecknell says he's proud to

support the community program. There will be an ugliest trader contest and specials on ugly apples and other ugly products all day. More than 100 T-shirts already have

been snapped up by local businesses, leaving only 150 left to sell on the day. Ugly Day coordinator Judy Daniels says profits will fund the production of a 'beautiful T-shirt' to be launched at Telecom's Rally Australia Day this month. Picture: PAUL WEBSTER

**IF YOU THINK
DONNYBROOK'S
UGLY YOU
SHOULD SEE
PETER KENYON**

Council gives support

DONNYBROOK'S Mainstreet project has received the Donnybrook-Balingup Shire Council's support with the provision

of \$5,000, in kind.

At the June meeting, the council agreed to provide office space and administrative support to Mainstreet over a two year period to assist the community.

Mainstreet chairperson Beryl Comber said the committee was appreciative of the support.

Mrs Comber said the idea to adopt the Mainstreet project came from the community planning day held last November.

Since then plans had been drawn up by Brookhampton architect Bevan Knott, which had been presented to several community groups for their consideration.

The plans propose a number of suggestions for the town, including a proposal to formalise a town square which will include Ayers Gardens, and to make greater use of the closeness of the Preston River to the businesses of town.

New look is sought

A NEW look for Donnybrook's main street.

That is the Donnybrook Chamber of Commerce's plans for the South Western Highway in the town.

The Chamber's inaugural president Christine Huts said owners of buildings in the main street and business representatives in the Chamber have accepted the plans for change.

"It's a progressive and workable plan which is gaining support," Mrs Huts said.

Architect Bevan Knott, who drew up the plans, said the concept was to bring people back into Donnybrook to shop.

"What we hope to do is make Donnybrook a far nicer place to shop," he said.

The plan includes widening the footpath on the Eastern side of the South Western Highway, to encourage "commercial and social use".

Mr Knott said this would allow the footpath to be used for displays, as a social meeting area and for sitting.

"We hope widening the footpath

will encourage people to put back the verandahs that were taken down in the mid-60s, and bring buildings in the town back to their original architectural style," he said.

"At the same time as widening the footpath, we could put electricity supplies underground and plant suitable trees.

"Street furniture such as tables and chairs could be incorporated."

The plans also allow for a service road between the rear of shops which front the South Western Highway and the Preston River.

Mr Knott said a service road and a walkway, with carpark space, and areas for pedestrian traffic and social activities would add to the use of the Preston River.

"Another very important thing is to promote the idea of a village square and look at re-developing the area in front of the Railway Station," Mr Knott said.

Mr Knott said the plan incorporated the carpark in front of the Donnybrook-Balingup Tourist Information Centre and Ayres Gardens into a town square, which could also incorporate the historic

former station master's house.

He said the plan also included putting shelters on the Southern side of the proposed square for people using public transport and school buses.

"In the square, one possibility is to put a rotunda for bands and concerts," he said.

Mr Knott said at this stage there were no plans to have a similar paint scheme for all the properties fronting the South Western Highway, but some cohesion could be established by the use of similar street furniture, light fittings and trees.

"From there, we think people may wish to develop similar colour schemes," he said.

Mr Knott said there was also no plans for a bypass route for heavy vehicles but plans were being made to promote a lower speed for traffic through town.

He said a lot of businesses in the town rely on passing traffic for income.

Mrs Huts said the plans are to be discussed with a number of community groups in town to allow for full community consultation.

Chamber maintains Mainstreet push

Proposal catches eye of paint company

DONNYBROOK Chamber of Commerce is keeping the Mainstreet project firmly on the agenda for the coming year.

Chamber president Peter Shervington said the proposal is a major issue for the Chamber.

He is keen to hear from anyone in the community with comments on a suggested plan to revitalise the Central Business District of the town.

The plan, yet to be finalised, includes:

- widening the footpath to encourage "commercial and social use";

- planting suitable trees; and

- encouraging street furniture.

Also suggested is a scheme to

provide a service road between the rear of shops which front the South Western Highway and the Preston River.

Another section of the plan proposes a village square, including re-development of the area in front of the Donnybrook Railway Station and surrounds.

The proposed plan has already attracted interest.

A report on the plan published on the front page of the *Donnybrook-Bridgetown Mail*, March 14, was seen by a major paint company representative.

After contacting the *Mail's* Donnybrook office, the company sent in a proposal to the Chamber of Com-

merce with a proposal to become involved if the Chamber decided to suggest a common paint scheme for businesses in the town.

Mr Shervington said the proposal had been forwarded to the Chamber's image and design committee for consideration.

"It's very early days yet," he said.

Mr Shervington said also on the agenda at last Monday's Chamber of Commerce meeting was discussion on encouraging membership to the Chamber.

The Chamber meets on the first Monday of each month at the Donnybrook Recreation Centre.

The next meeting will be held on Monday, May 1 at 7.45pm.

Funding bonus will allow street revamp

DONNYBROOK is the latest regional centre to receive Government support to help revitalise its business district.

Last Friday, local MLA Dr Hilda Turnbull presented a cheque for \$30,000 to the Donnybrook Mainstreet Committee to help pay up to half the cost of employing a project officer for a year.

Regional Development Minister Hendy Cowan said the funds were provided through Project Mainstreet, co-ordinated by the Department of Commerce and Trade.

"Donnybrook aims to increase economic activity in the town cen-

tre by upgrading the area's appearance, developing business skills and attracting new businesses and customers," he said.

"The project officer will co-ordinate streetscaping enhancement, organise promotional activities, help arrange retail and service training for local business managers and staff.

These activities will require additional funding support from local business and the Shire.

"The Government is pleased to support this initiative which has strong support from the local Shire, the Chamber of Commerce, and the business community generally, and

from the South West Development Commission.

Mr Cowan said Project Mainstreet, which commenced only two years ago, was already providing its worth.

"Donnybrook is the tenth town to win approval for Project Mainstreet funding and I'm sure it will benefit immensely," he said.

A survey of four town centres which have had funding for two years has shown impressive results, including 50 new business and 90 new jobs in areas covered by Mainstreet projects.

Ugly duckling Donnybrook fights back

A TOWN which was dubbed one of the ugliest in Australia, is changing its image.

The central business district of Donnybrook in the South West will be transformed under a Mainstreet project.

A town square will be created, the main street will become more pedestrian friendly and the Preston River foreshore will link in more with the shopping area.

Donnybrook is famous for its apples but it gained national notoriety last year when a community development consultant reported it ranked as one of Australia's ugliest towns.

The first stage of the beautification will be a town square between the old railway station and South Western Highway, which is the town's main street.

Architect Bevan Knott said the square would feature a rotunda, children's play area and flags of the nationalities associated with the town's history — Aboriginal, Irish, English and Italian.

"It will be a town square that really represents the people," Mr Knott said.

The national flags are also the basis for a new colour scheme suggested for shops fronting the highway.



Memories of Bunbury







Bendigo Bank

Donnybrook Community Bank



Bendigo Bank

Good for **U**
AND your
community

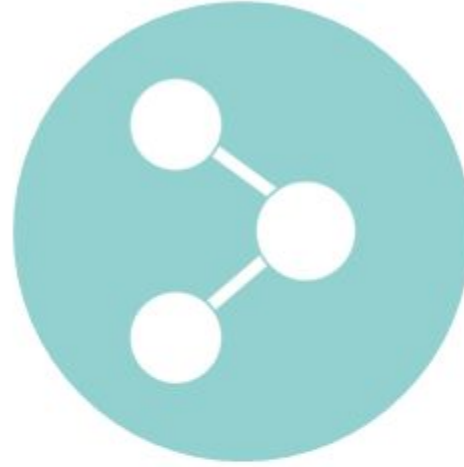
Donnybrook Community Bank

EVERYTHING





Entertain



Engage with Value



Educate

3 E's of social media posting

How to get more organic traffic to your social media platforms

Be on the Right Platforms

Be where your ideal client/customers are (not where you like to be!)

Have a Reach Out Strategy

So, so important - reach out to people who might one day do business with you!

Be consistent

Be consistent, every single week and provide the BEST content you can

Business Goals:-

to determine the goals you need to look at



what to post?

If you'd like my 108 Social Media Content Creation Ideas FREE ebook - go to www.108social.com.au to download it for free there!



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**SOCIAL MEDIA
MARKETING**

WITH JENN DONOVAN



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Next Webinar

- Our next webinar will be held on Tuesday 29 June at 10am AEST.
- Our guest next week will be Rhys Williams
- Topic: Leadership, Youth Engagement, Community

