


LOCAL GOVERNMENT, HEALTH AND WELLBEING AND COLLECTIVE IMPACT

A structure for long-term community change





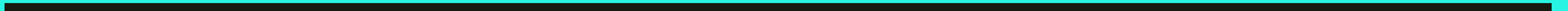
Outline

- The evolution of Collective Impact - what are the essentials?
 - Collective Impact in Clarence Plains - One Community Together
 - "No ego, no logo" - what makes it work?
 - What does Collective Impact offer local government?
 - What have we learned in Clarence Plains?
 - Questions
- 

“

**IF YOU ALWAYS DO WHAT
YOU'VE ALWAYS DONE, YOU
ALWAYS GET WHAT YOU'VE
ALWAYS GOTTEN**

- JESSIE POTTER



Collective Impact - origins

Kania and Kramer (2011)

Five conditions for Collective Impact:

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone



Collective Impact 3.0

Cabaj and Weaver
(2016)



COMMUNITY ASPIRATION

from Common Agenda

STRATEGIC LEARNING

from Shared Measurement

HIGH LEVERAGE ACTIVITIES

from Mutually Reinforcing Activities

**INCLUSIVE COMMUNITY
ENGAGEMENT**

from Continuous Communication

CONTAINERS FOR CHANGE

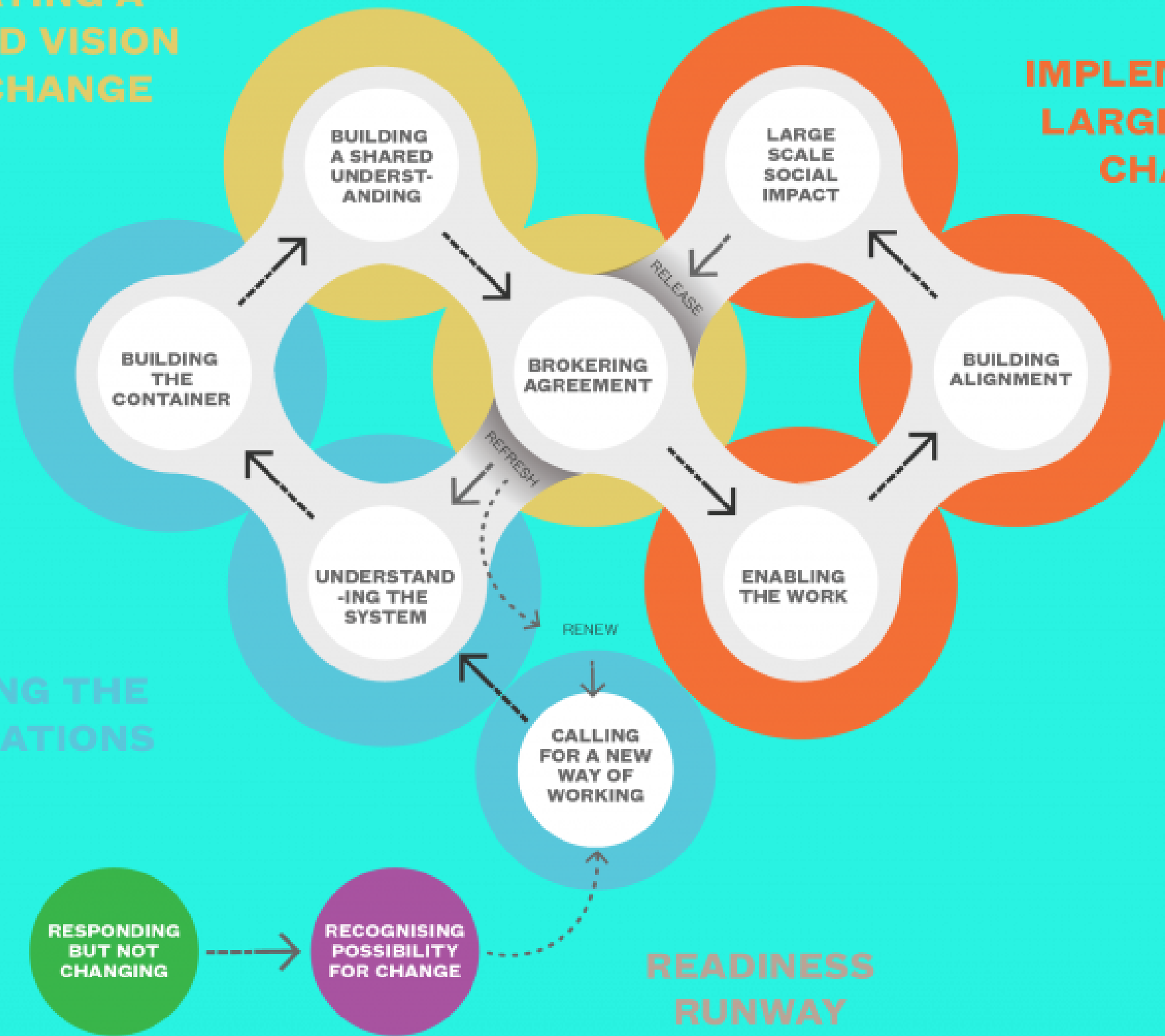
from Backbone

CREATING A SHARED VISION FOR CHANGE

IMPLEMENTING LARGE-SCALE CHANGE

BUILDING THE FOUNDATIONS

READINESS RUNWAY



Collaborative Change Cycle

All stages require:

- Leadership
- Collaboration
- Community
- Measurement

See:

collaborationforimpact.com

**ONE
COMMUNITY
TOGETHER
ORIGIN
STORY**

**CLARENCE
PLAINS
COMMUNITY
NETWORK**

A network to share info

**MANY
SERVICES
MANY
PROJECTS**

But little change

**PEOPLE
WILLING TO
SHOW
LEADERSHIP**

Looking for the new way

**A NEW
PARTNERSHIP
WITH
COMMUNITY**

A commitment to
working together

One Community Together



FINDING A COMMON AGENDA

Cafe forums,
consultations, surveys
and more

BUILDING OUR STRUCTURE

Community Tables
Steering Committee
Focus Teams
Working Groups

KEEPING IT GOING

Strengthening our
Backbone, building
sustainability



No ego, no logo

What makes it work?

Everyone is important

Mutual benefit vs Competition

Servant-leadership

Commitment

Time



WHAT DOES COLLECTIVE IMPACT OFFER LOCAL GOVERNMENT?

Tackling the hard stuff

- Collective impact is a model to address long term, entrenched and complex issues. It could be a way to make an impact on the key health and wellbeing issue in your community.

- **It provides fabric to develop social capital**

Local government is ideally placed to bring people together. The process of engagement builds capacity for all involved.

We can show

- **leadership**

People look to government for leadership. In local government we are less restricted by state and federal political agendas and can lead into new territories.

- **We aren't in competition**

We can function independently and do not compete in the same space as many NGOs, so can play a key role in bringing them together.

WHAT HAVE WE LEARNED IN CLARENCE PLAINS?



KEEP IT REAL

It's hard.

Have honest conversations.
Take the community seriously.



KEEP DOING STUFF TOGETHER

Learning, projects,
celebrations...
Keep them going.



ITS ABOUT PEOPLE

Ever-changing...Without them
we would be nothing.
Value who you have.



ANY QUESTIONS?

For more info see:

www.onecommunitytogether.org.au

www.liveclarencelive.com.au

