



SECTION SIX

IDENTIFYING SECONDARY RESOURCES



IDENTIFYING SECONDARY RESOURCES

Introduction

Building a knowledge of resources that can support community initiatives

The third step in a Community Partnering project is to identify secondary community resources such as:

- Community associations
- Local institutions
- Businesses; and
- Physical resources.

This step augments the second, which has positioned people who are marginalised, disadvantaged and isolated as the primary resources of any community.

The aim of the third step is to build up a knowledge of the secondary resources that could contribute to and support the development of community initiatives.

The third step can be undertaken at the same time as the second, with community researchers and other members of the project team involved in the tasks.



Community Associations and Local Institutions

Objective

To identify and build relationships with a range of community associations and local institutions.

Key Tasks

1. Identify community associations that may be interested in supporting community initiatives, such as neighbourhood houses, residents' groups, sports clubs, hobby and art groups, and service clubs.
2. Identify local institutions that may be interested in contributing such as churches, schools, TAFE colleges and universities, government departments and agencies.
3. Contact the associations and institutions to let them know about the project and to explore potential connections.

Tools and Tips

The community researchers will be in contact with community associations and local institutions through their work with people who are marginalised. Build on these connections.

Many local Councils produce directories of community groups, hobby groups, sports clubs, schools and so on.

A good way to keep in touch with community associations and local institutions is to make sure they receive regular updates on the project.

Community groups are often looking for speakers; offer to talk about the project.

Time

6 months (approximately).

Outcome

Good working relationships with community associations and local institutions.

Identifying who can support community initiatives

Businesses

Objective

To identify ways in which businesses might be able to contribute to community initiatives.

Key Tasks

1. Identify a range of small, medium and large businesses, or business groups (like the Chamber of Commerce).
2. Make a time to talk with the managers or owners.
3. Interview managers or owners about the ways businesses currently contribute to the community, and potential avenues for contributing.
4. Collate some of the examples of business contributions.

Tools and Tips

This does not have to be a comprehensive survey of all businesses. The idea is to assemble some examples of business contributions and provide some ideas for resourcing community initiatives.

An example of the topics to cover in an interview with business managers or owners is included on page 84. The outcome of one interview is on page 85.

Time

2 months (approximately).

Outcome

Examples of ways businesses currently or could potentially contribute to community initiatives.

Businesses have potential to contribute to community initiatives

Sample Only

Topics to Cover with Businesses

1. **What are some examples of business practices that make a contribution to the community? These examples may be ones that people are involved in, or they may know of them from the local area or from elsewhere. Practices might include:**
 - Sponsorship of community events (like sporting clubs, art awards, fairs)
 - Donations of equipment, products and materials (e.g. donating products to non-profit groups)
 - Contributions of time and expertise (e.g. legal or financial companies who offer their expertise to non-profit groups; companies who allow staff time off for voluntary work)
 - Community services (e.g. pharmacies who pick up and deliver prescriptions free of charge to pensioners)
 - Education, training and employment initiatives (e.g. developing training programs for young people)
 - Purchasing policies (e.g. purchasing locally produced products and services)
 - Investment policies (e.g. providing low interest loans to local non-profit groups)

2. **How are decisions made about community contributions?**
 - Is there a strategic plan for ‘investing in the community’?
 - Are contributions made to groups that business people have personal ties with?
 - Are they looking to support groups that are likely to become self-sufficient?

3. **What are the benefits for businesses of making community contributions?**
 - Contribution to community well-being.
 - Enhancing company image and good will of communities.
 - Improved employee motivation and commitment.

4. **What are the obstacles to making community contributions?**
 - No coordinating group to manage and direct contributions.
 - Difficulty of deciding between the many different groups that make requests.

The following are useful references about business contributions:

America, Richard, 1995, *Philanthropy and Economic Development*, Greenwood Press, Connecticut.

Christie, Ian; Carley, Michael; and Fogarty, Michael, 1991, *Profitable Partnerships: A Report on Business Investment in the Community*, Policy Studies Institute, London.

Summary of Discussion with Local Restaurateur

1. The contribution of the restaurateur to the community:

- Sponsorship of the local eisteddfod, carols-by-candlelight and other performing arts events that have broad appeal.
- Sponsorship of community health initiatives.
- Contributions of food to the Salvation Army.
- Providing food scraps to a local worm farm that runs on ecological principles.
- Specifically employing and training young people who have a passion for cooking (in one case this involved financially helping a young person at risk of homelessness to find secure housing).
- Policy of purchasing and showcasing local and seasonal produce.
- Policy of displaying the work of local artists and artisans.

1a. Other contributions that the restaurateur would be interested in making:

- Opening up the restaurant kitchen and offering training to young single mothers in food preparation and budgeting.

2. How decisions are made about community contributions:

- The restaurateur has an interest in the performing arts, healthy living, and the welfare of young people, and specifically supports projects that will benefit these groups and causes.
- The restaurateur also supports community projects that are unlikely to be supported by other businesses.

3. The benefits of making these community contributions:

- Contributes to the overall quality of life in the community.
- Provides support for the groups and causes the restaurateur values.

4. What are the obstacles to making community contributions?

- Lack of an efficient way of making contact with groups.

Physical Resources

Objective

To identify unused or underused physical resources that could be used for community initiatives.

Key Tasks

1. Find some large and easy to read maps of the area.
2. Identify on the maps examples of unused or underused physical resources that could potentially be used for community initiatives. Resources might include industrial and commercial buildings, housing, halls and other public buildings, parks and bushland.

Tools and Tips

This does not have to be a comprehensive survey of all physical resources in the community. The idea is to assemble examples of resources that could be used for community initiatives.

Walking around an area is an excellent way of finding out more about unused or underused resources. It also provides opportunities to talk with local residents about the project, and to find out what they know about physical resources in their neighbourhood.

Time

2 months (approximately).

Outcome

Examples of unused or underused physical resources that could be used for community initiatives (see page 87).

Unused physical resources can support community initiatives



New Uses for Physical Resources in the Latrobe Valley

Unused or Underused Resource

New Use

Former Turnaround for Steam Locomotives	—————>	The Roundhouse Arts Centre
Old Butter Factory	—————>	Artists Resource Collective
Showground Buildings	—————>	WorkFocus (employment and training initiative)



Former Pre-School Buildings	—————>	Santa's Workshop and Creative Reuse Centre
Vacant Shops	—————>	Display Space for Santa's Workshop
Former Caravan Park	—————>	Community Garden
Old Industrial Premises	—————>	Community Workshed

