

# WHYLD Community Plan Review

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1 April 2014

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## Executive Summary

Following almost twelve months of implementation of the WHYLD (Woori Yallock, Hoddles Creek, Yellingbo, Launching Place, Don Valley) Community Plan, a Review was initiated by the WHYLD Committee in November 2013 and completed in March 2014. The Review was conducted by an independent consultant, Maxine Burke of Double Edged Training and Consultancy. Funding was provided by Yarra Ranges Council.

The aim of the Review was to examine the governance arrangements and communications mechanisms that have been used by the WHYLD Committee and its working groups, and to make recommendations about how these functions could be improved to enable WHYLD to continue to grow and prosper.

The Review involved the consultant engaging and consulting with a wide range of individuals. Strategies used in this review included:

- nine face-to-face interviews/conversations with Yarra Ranges Council Staff, WHYLD Committee members and WHYLD Working Group members;
- two telephone interviews with past committee members and working group members
- online survey of 100 people who were involved in the community planning process, with 20 people responding;
- facilitation of a workshop and dinner activity involving 40 people who have been involved in WHYLD;
- observations at two WHYLD Committee meetings; and
- informal discussions with three residents of the WHYLD district, who were not actively involved in the planning of the WHYLD Community Plan.

## Recommendations

The following are recommendations for consideration by the WHYLD Committee:

1. WHYLD to either seek to become an incorporated body, thereby providing greater structure, legitimacy and standing within the community, leading to increased participation; **or** WHYLD to develop a formalised Memorandum of Understanding (MOU) with Woori Community House which clearly documents the agreed partnership arrangements and the particular roles and responsibilities of each party. Whichever governance arrangement is pursued, clarification of purpose, structure, committee elections, membership rules, reporting and communications would be achieved.
2. WHYLD to continue to assume a strong coordination role within the WHYLD District through which individuals and already existing groups can connect with, inform and share information, and work on community projects together. The title of the Working/Interest Groups should be changed reflect a more defined interest area.
3. Each Working/Interest Group to be represented as part of the Committee (for a period decided on by WHYLD), but it is suggested for no less than 12 months duration. Each group to develop a set of broad goals to help guide the group.

4. WHYLD Committee meetings to be held bi-monthly rather than monthly. Working/Interest Groups could share this timetable, depending on projects being undertaken.
5. WHYLD to develop a Position Description for a WHYLD Project worker to support the group into the future. This role might include but would not be limited to; website and face-book management; management of all minutes; promoting WHYLD within the community; development and distribution of promotional literature; and preparing funding applications.
6. WHYLD to apply for funding for a part time Project Worker. Woori Community House is strongly encouraged to remain part of the WHYLD Committee.
7. WHYLD Committee meetings to be held at various locations across the WHYLD district on a rotational basis, thereby providing and supporting a sense of community connectedness.
8. All meeting minutes, both Committee and Working/interest group to be made available to all WHYLD members on a regular basis.
9. WHYLD to extend the range of communication methods to include already existing networks such as: school newsletters, CFA brigade newsletters and website links; radio; local press; community events and activities; and township banners.
10. WHYLD to seek funding to hold twice-yearly Community Events for the purpose of informing the community and celebrating the achievements of WHYLD.

## Background

The WHYLD Community Plan was initiated by the Woori Yallock and District Community Bank in association with Woori Community House in early 2011. The WHYLD Committee was convened in May 2011 to steer a community visioning project aimed at developing a community plan for the townships of Woori Yallock, Hoddles Creek, Yellingbo, Launching Place and Don Valley. This community planning project commenced in April 2012 with funding received from the Woori Yallock and District Community Bank and the Department of Planning and Community Development. The community planning process was facilitated by Kimbra White and her associate Gillian Jones from Thorn Partners Consultants. Following a number of community engagement activities the WHYLD Community Plan was officially launched to the public on 24 March 2013.

Following almost twelve months of implementation, the WHYLD Community Plan Review was initiated in late November 2013.

## Review Aim

The aim of the WHYLD Community Plan Review is to identify the group's progress so far, and to review the governance arrangements and communications mechanisms aimed at enabling WHYLD to continue to grow and prosper.

This report recognises that each topic area discussed i.e. the role of WHYLD, the structure of WHYLD, and communication strategies are interlinked and as such impact on each other, the report should therefore be read with this in mind.

## Methodology

The Review involved engaging and consulting with a wide range of individuals. Strategies used in this review included:

- Face-to-face interviews/conversations with Council Staff, WHYLD Committee members and WHYLD working group members
- Telephone interviews with past committee members and working group members
- On-line survey of those people who were involved in the community planning process
- Facilitation of a workshop and dinner activity involving 40 people who have been involved in WHYLD
- Observations at two committee meetings
- Informal discussions with three residents of the WHYLD district, who were not actively involved in the planning of the WHYLD Community Plan.

## Review Activities

### Interviews

Face to face interviews were held with:

- Chris Riseley - Community Development Officer, Yarra Ranges Council, WHYLD Committee Member and Project Manager for the WHYLD Community Plan Review.
- Peter Cownley – Chairperson, WHYLD Committee
- Angelo Campione – WHYLD Working Group Member (Trails & Parks) and WHYLD Committee member
- Meryl Knoll – WHYLD Working Group Member (Healthy Living) and WHYLD Committee Member
- Perry Carter – WHYLD Working Group Member (Events) and WHYLD Committee Member
- Lindsay McKenzie – WHYLD Working Group Member (Events)
- Paul Spinks – WHYLD Working Group Member (Events)
- Lynnette Collier – past WHYLD Committee Member
- Sonja Mazar – Coordinator Woori Community House and project support worker for WHYLD Group.

Telephone interviews were held with:

- Karen Fox – past working group member (Heart, Hubs and Halls)
- Wendy Roy – past working group member (Heart, Hubs and Halls)

An additional four past working group members were contacted by phone. However, they declined to contribute to the review at that time. Their reasons for declining to contribute included time constraints, current geographical location, no longer being interested in WHYLD, and personal reasons.

The focus of the interviews was to discuss the following:

- the individual's initial involvement with WHYLD and how their involvement came about;
- their understanding of the role of WHYLD;
- their current role or level of participation in WHYLD;
- what they believe is the role of WHYLD;
- what they consider to be the positive aspects of WHYLD including the groups achievements to date; and
- any challenges they personally encountered as a participant in WHYLD.

Interviews were held in a range of locations and situations including members' homes, workplaces, meeting rooms, public cafés and over the telephone. Each interview took between 30 minutes to 1 hour to conduct.

In order to protect participants' privacy no names or identifying comments have been made in this report.

### Online survey

A survey was forwarded to about 100 (that is, those with an email address) of the 142 individuals and organisations included on the WHYLD data base, most of whom participated in community activities towards the development of the WHYLD Community Plan. The aim of the survey was to measure each individual's role in WHYLD, how regularly they engage with WHYLD and how this occurs, and how they might like to engage with WHYLD in the future.

The Survey, distributed through surveymonkey.com consisted of ten questions (see Appendix 1).

### Workshop and Dinner Event

The "WHYLD Celebration and Reflection" Event was held on 23 February 2014 at Rayners Stone Fruit Orchard & Peach Café. The aim of the event was to provide an opportunity for those who participated in the community consultation activities conducted in the development of the WHYLD Community Plan, and for those currently active on committee and/or working groups, to join together and hear about, share and celebrate the achievements of WHYLD to date.

The event also aimed to gather further input into the review by encouraging the group to look forward in terms of the future role of WHYLD, how WHYLD might be structured, and it might better communicate with the community.

Invitations to the event were sent out to about 100 individuals who participated in community consultation activities conducted during the development of the WHYLD Community Plan. In all, nearly 40 people attended the event which included Yarra Ranges Council Representatives Councillor Jim Child, Kym Murphy and Chris Riseley; the current WHYLD Committee members; and Sonja Mazar representing Woori Community House. Nine school aged children attended, with on-site childcare provided for two pre-school children.

The event commenced with an opportunity for all participants to enjoy a free one-hour tractor tour of the farm. This was seen as an opportunity to welcome everyone and to provide a social opportunity prior to commencing the two-hour Celebration and Review session.

The Celebration and Review commenced with "The Story So Far" which provided a brief background as to the process undertaken to develop the WHYLD Community Plan.

Following this, the event continued with "Celebrating the achievements of WHYLD" during which presentations from three working groups were delivered. These included Mini Markets by Meryl Knoll; Medieval Festival by Lyndsay McKenzie and Trails & Parks by Angelo Campione. A short presentation was also delivered by Lisa Supple from the Don Valley

Township Group which provided an update on their achievements in leasing and managing the Don Valley Hall.

## A Celebration - Events & Activities held by WHYLD

### Mini Markets

Developed and delivered by Meryl Knoll, the idea of Mini Markets was born in July 2012 from an idea of holding a food swap gazebo, where people could trade their excess produce during school pick-up on Friday afternoons. Meryl joined the Healthy Living working group but found herself alone, so she joined the Identity working group to keep her idea alive.

In May 2013 Meryl was given the idea of applying for a community development grant. Later in August 2013 Meryl developed the idea of minimarkets with a focus on healthy living. The concept involves holding a mini market at each of the five WHYLD district primary schools on a rotational basis, thereby linking each township to the concept of healthy living.

In September 2013 Meryl submitted an application for a Community Development Grant with Yarra Ranges Council. Later in November 2013 Meryl submitted another application for further funding through the Woori Yallock & District Community Bank. She later learned that she was to receive a level of funding from both grant applications.

In addition to developing the minimarkets, and supported by feedback from the Committee, Meryl worked with Jodie Kimpton of Jobo Design to develop a new WHYLD logo and other promotional material, which could be used for the minimarkets, but also bringing a sense of identity to the WHYLD group and to the district through the new logo.

Five WHYLD minimarkets have so far been delivered with the dream of their continued growth creating a sense of community, identity and healthy living across the WHYLD district.

### Camelot Castle Medieval Village Fair

This very successful event was held on 27 October 2013. The venue, Camelot Castle located on Healesville Kooweerup Road in Yellingbo is owned and operated by WHYLD Events Working Group Member, and Yellingbo CFA member, Lindsay McKenzie.

Inspired by the equally successful Hoddles Creek Draft Horse Festivals of the past, the event was primarily driven and delivered by members of Yellingbo CFA, with their Captain Paul Spinks also being a member of the WHYLD Events Working Group. Other interested groups included Yellingbo Primary School and Yarra Ranges Council. The group was successful in obtaining funding through the Woori Yallock and District Community Bank.

Despite bad weather causing some parking issues, and very limited promotion of WHYLD as a stakeholder in the event, the event itself was an outstanding success and the group already have plans for future festival to be held.

### WHYLD Trails and Parks

This group strives to support an integrated system of trails throughout the area bringing recreational, economic and social benefits to all. Although unsuccessful in obtaining funding

for a recent event to be held to promote new trails and to celebrate the opening of the new Don Valley footpath, this small enthusiastic group of individuals have learnt much on the journey as part of WHYLD. This includes learning what makes a successful funding submission and the technicalities associated with putting together a community event such as the Don Valley celebration. Not disheartened by their recent funding rejection, the group continue to strive to meet their goal in supporting the continued existence of trails and parks, linking each of the townships across the district resulting in greater benefits to local business and business development, and improving the health and wellbeing of individuals and families.

### Looking to the Future

After a short but inspiring address by Councillor Jim Child, the group then participated in a one hour small group workshop activity aimed at looking to the future. Each of the five groups of participants, were presented with the following three key questions:

1. What might be the role of WHYLD in the future?
2. How might WHYLD be structured?
3. How might WHYLD better communicate with the community?

Each group was supported by a member of the WHYLD committee, or a Council Representative who acted as a scribe and group facilitator. In addressing each of the key questions, participants were encouraged to think “outside the square”, to share their experiences and to discuss all possibilities.

While the adults took part in the small group workshop, school aged children took part in their own ideas opportunity in the form of an art activity. The children were asked two questions:

- What is the best thing about where you live?
- If a wizard came into town one day and said you could change or add one thing to make where you live even better, what would you ask for?

Ideas generated from the workshop activity were presented by a representative from each group, during the supper later in the Peach Café.

## Outcomes

### Survey Results

In all, twenty people (approx. 20%) responded to the survey (see Appendix 2). A number of survey questions invited participants to select more than one response. Although this makes it difficult to provide an accurate analysis of the data, a number of assumptions are able to be made:

- There remains a level of uncertainty about WHYLD, both in term of its role in in the community and in how an individual or group might be involved and contribute to WHYLD.
- For those who are already engaged with WHYLD, their level of contact and the manner in which they choose to be engaged varies greatly.
- Although the majority who responded indicated that they would like to be kept up to date with WHYLD, receiving information in the mail was the least preferred method, with bulletins via email being the most popular.
- Time continues to be the greatest barrier to participation in WHYLD.

### The current and future structure of WHYLD

#### The current legal aspect of WHYLD and its relationship with Woori Community House

The original structure of WHYLD is shown in Diagram 1 with the WHYLD Committee central to the structure, with six working groups linked to it.

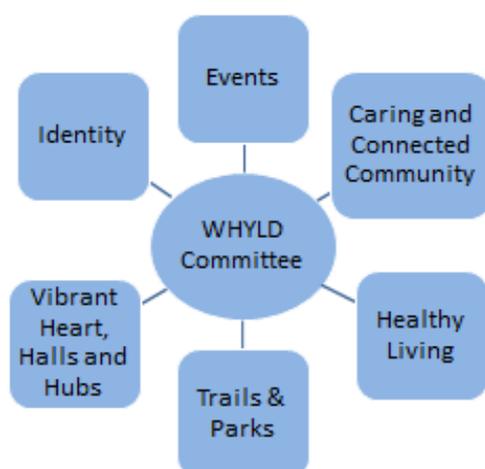


Diagram 1: Original structure of WHYLD

More recently, due to reducing numbers of active WHYLD participants in working groups and on the committee, the group has unofficially combined the groups as follows:

- WHYLD Events
- WHYLD Trails and Parks
- WHYLD Caring & Connected Community has now combined with WHYLD Healthy Living and to some degree WHYLD Identity.
- WHYLD Vibrant Heart, Halls and Hubs.

In 2013 members of the Vibrant Heart, Halls and Hubs working group formed the Don Valley Township group to manage the Don Valley Hall. The Don Valley Township Group continues to be very active and has expressed to WHYLD their willingness to support any new working group members as they work towards continuing the life of community halls and hubs in other parts of the WHYLD district.

In its current form each working group reports back to the WHYLD Committee through their individual working group representative (although in reality again due to low numbers, these representatives also play a dual role as Committee members).

This current structure of WHYLD appears to be generally accepted for the future, however it was suggested by some that WHYLD should include representation from existing groups within the community, including township groups, sporting and service groups and local government representation.

It was also strongly felt that WHYLD should not be seen as duplicating the work of existing groups within the community, or be another unnecessary form of representation to the district. Alternatively it should strive to bring what already exists together in a coordinated and constructive manner.

#### [To Incorporate or not to Incorporate](#)

The debate as to whether WHYLD should incorporate or not incorporate remained evident across both the interviews and the review event. While some felt that incorporation would provide the group with more legitimacy and accountability, others felt that this more formal approach may lead to a reluctance of people to become involved. However, overall the feedback was that WHYLD in its current form, although obviously striving to make a difference and with good intent, does lack a sense of legitimacy both in the eyes of many who are directly involved in its activities, and to others who are not directly involved, but who maintain a degree of interest.

In addition, by WHYLD not being an incorporated body in its own right, and therefore needing to rely on the incorporation of Woori Community House to access and apply for funding, appears to be a matter which raises some concern from both sides of the fence. The group's ability both in terms of its reliance on Woori Community House and its ability to be a legitimate, strong, self-sustaining and growing community resource in their own right, continue to be an issue for the majority of those interviewed and questioned.

In addition, the legal issues around insurance at WHYLD events was also a cause for concern expressed by a number of the interviewees, both in terms of WHYLD's ability to ensure proper personal liability, whilst also ensuring that their events and activities are able to be flexible and inclusive. Although insurance cover has been forthcoming via Yarra Ranges Council, many of those interviewed felt uneasy with this arrangement in terms of its legal standing, and the issue of inclusiveness.

Overall, the current working relationship WHYLD has with Woori Community House would appear to be both beneficial to the function of WHYLD, and at the same time poses challenges to its ongoing sustainability and self-sufficiency.

It is clear that WHYLD greatly benefits from the practical support and professional advice provided by Sonja Mazar, Coordinator of Woori Community House. The value of this input is evident both from discussions with the various working group members, and also observed directly at Committee level where it is seen to provide leadership and guidance when more complex community development issues arise. Sonja's ability to work with WHYLD as part of her Coordinator role is also seen as a positive, and an opportunity for her to carry out a community development role for the House and apply her expertise, at a very practical grassroots level.

However, the agreement or arrangement under which this support is provided appears to be somewhat tentative in terms of Woori Community House's current and anticipated future funding in coordination hours, versus the future needs of WHYLD moving forward, which will ultimately need to be addressed.

It has been suggested that the introduction of some type of position description for the role currently being undertaken by Sonja Mazar, would be useful. It was felt that by detailing the specific role and agreed responsibilities which apply to this position, may be an advantage and bring clarity to the situation.

It was also suggested that as each new Committee comes into the role, that they would develop a plan which will guide and lead WHYLD in achieving its long term goals.

### WHYLD Membership

The issue of reducing numbers of people actively participating in WHYLD working groups, and at a committee level, was a common concern across all interviews and one which raises the greatest concern to the continued future and growth of WHYLD.

Considering the low numbers of people currently active in WHYLD, finding a way to involve more people who each have different levels of commitment was seen to be a strong focus of both the review participants and of the interviewees. The idea of changing meetings to social events or activities was seen to be a positive move in terms of the future of WHYLD. In addition holding WHYLD committee meetings in different townships on a rotational basis, perhaps hosted by local community groups or clubs, was also seen to be a positive step in promoting connectedness across the district.

A number of those interviewed admitted to originally becoming involved in WHYLD because there was an understanding that funding through Woori Yallock and District Community

Bank was and would be readily available to their various interest groups. However, once involved the realisation that one needed to attend more meetings and take on additional responsibilities not necessarily directly benefiting their township or group, and submitting applications with no guarantee of success, resulted in many choosing not to continue with WHYLD and to focus on their own interest group.

The topic of membership, specifically who is a member of WHYLD and what defines a member of WHYLD, was also a common thread in comments both from the interviewees and the event participants. Interestingly there was also a need to construct our own definition of the term “member” as part of the on-line survey, describing a member as someone who had participated in a WHYLD working group, committee or attended a WHYLD activity. An example of this somewhat vague definition of “member” arose where an individual, very active in a recent event, considered themselves to be a member of WHYLD. However some members of the Committee were indecisive as to whether this individual was indeed a member of WHYLD. At the same time when participants in the Hoddles Creek event were asked how long they had been a member of WHYLD, a number of them replied that they weren’t a member, but just someone who had attended one of the community meetings.

The broader and somewhat more important issue for WHYLD is how they formally acknowledge, actively involve and communicate with their members; ensure that each individual has a sense of membership, and indeed ensure that WHYLD’s legal duty of care to its members are met, if membership is undefined and not formalised in some way. Although WHYLD maintains a data base of interested individuals and has a listing of working group participants, both are difficult to keep updated, and the question remains: when and how does a database of names and contact details become a list of membership?

### The current role and purpose of WHYLD

Many of those interviewed suggested that although they were clear about what they were doing as part of a particular WHYLD working group, they were less clear about the role and purpose of WHYLD as a complete entity.

Some suggested that the Committee was a subgroup, or part of the Woori Yallock and District Community Bank, whilst others suggested that it coordinated each of the working groups. However, when pressed on this subject, they were unclear about what types of things the Committee would coordinate, and were unable to provide any examples.

There was much debate amongst the interviewees as to whether the role of WHYLD was to support and encourage local people and groups to implement the community plan (i.e. through events such as the Medieval Festival), or whether WHYLD was responsible for implementing the plan directly by organising WHYLD-managed events. The majority of interviewees thought the role of WHYLD was two-fold; that WHYLD is both a conduit for others in the community to develop ideas and implement strategies in meeting the plan, whilst at the same time responsible for developing and delivering additional strategies aimed at meeting the broad goals of the community, through the WHYLD working groups.

However, it was suggested by some that although the working groups seemed to function reasonably well, despite low numbers of participants, they felt there was little leadership provided from the WHYLD committee. As a result members felt it was simply a body to report to and to keep up to date on issues arising at their working group meetings, rather than to provide leadership and direction. However having only one member, the Healthy Living group appeared to be an exception to this as it was observed that the Committee is being used to gain important feedback and to make decisions relating to the mini-market project.

Interestingly it was noted that more than one Committee member didn't consider themselves to be a member of the Committee in the formal sense, but more ending up in the position by default as a result of their role as a representative of a working group reporting to the Committee. This sense of uncertainty in role responsibilities was reinforced when it was suggested by another interviewee that certain members on the committee were "invited" on and were not actually part of the official WHYLD committee.

It was also suggested that current working group titles such as Caring and Connected Community do not adequately reflect, or provide too vague a description of what that particular group is focused on. The risk therefore is that people are hesitant to be involved, or fail to see the link between the group and their interest or area of expertise.

### The future role of WHYLD

The majority of participants in the workshop suggested that it would be best if WHYLD were to take on a coordinating role, by involving but not duplicating already existing groups within the WHYLD region. This would include building community networks across the region; being a point of contact for receiving and sharing information about local events and activities and available resources; maintaining a local skills bank; and promoting business development and tourism. In addition it was felt that WHYLD appeared to already have developed a strong relationship with Yarra Ranges Council, and therefore their role could include lobbying or providing advocacy to local government and various government bodies in community issues and funding allocations, in effect uniting the five communities through advocacy on issues of common concern.

### Communication and Promotional strategies

The issue of how WHYLD communicates with its Committee and working group members, as well as with the broader community, is seen to be a central issue in terms of its current situation and the group's ability to grow in the future.

Current communication methods include regular face-to-face meetings between working group members, as well as committee meetings, emails and phone contact. Communication methods used for the broader community include the WHYLD website at [whyld.wordpress.com](http://whyld.wordpress.com) and the WHYLD Facebook page. Although at the time of this report the Facebook page provided some information of WHYLD activities (latest dated 6 March 2014), it was noted that the number of Facebook friends were limited and of these, few contributions have been made and comments were dated 2013 or earlier.

## Looking forward

Deciding on how WHYLD could best communicate with the community in the future proved to be a popular topic of conversation amongst all involved in the review, and the topic which generated the most ideas and suggestions.

Website, Facebook and Twitter were common themes, however the idea of people receiving a monthly update email, or prompts by email about information on the website was also a popular suggestion.

Again the idea of avoiding duplication and utilising existing resources within the community was also common amongst the suggestions. Ideas included:

- a WHYLD brochure which can be available in all townships, local clubs and groups, and which includes information about how a person can become involved in WHYLD;
- articles or regular information in school newsletters, CFA Brigade newsletters and brigade websites;
- local press articles, media releases and community diary notices;
- local radio segment;
- banners at the entrance of each township depicting it as being part of the WHYLD community;
- utilising township notice boards;
- having a WHYLD promotional stall at local community markets, including all mini-markets as well as at key locations across the district (e.g. Home Hotel car park at weekends);
- T-Shirts with the WHYLD Logo which can be worn at any WHYLD event or activity.

## Meetings

It was highlighted by many that WHYLD meetings are regularly held in Woori Yallock and this failed to support a sense of inclusion across the broader WHYLD district. The suggestion of holding committee meetings in each township on a rotating basis, perhaps hosted by a particular group based in the town, was a solution popular to many.

The issue of meetings was also raised at the celebration/review event with the common thought that people are quite negative about having to attend more meetings in their life. Alternatives included the idea of half-yearly or quarterly events such as the Celebration event which can be used for members to share information and raise/discuss issues as well as providing a time to plan for the future in terms of setting new goals and objectives.

The central theme throughout discussions on how WHYLD can best communicate with community centred around a need for it to expand on its current practice in terms of introducing a broader range of ways that people can learn about and feel a part of WHYLD in their everyday life, without the need to attend formal meetings, or need to be competent with the use of IT including the internet.





## Recommendations

Firstly it is important to acknowledge the outstanding efforts and personal commitment shown by the current Committee and Working Group members in the implementation of the WHYLD Community Plan over the past 12 months. The development of a cohesive, strong and sustainable group takes time and significant energy, and it is important to recognise that WHYLD have been operating for a relatively short period of time, being just over 12 months. The achievements made to date, together with the group's willingness to seek constructive feedback from the community through this review, should be commended.

The recommendations made as part of this review are for consideration only and are based on the feedback gathered across all elements of the review.

### The structure and role of WHYLD

It is evident through the course of the review that the issue of whether to become an incorporated body, versus, remaining as is, continues to resurface.

It is the recommendation of this review:

1. That WHYLD seek to become an incorporated body, thereby providing greater structure, legitimacy and standing within the community, leading to increased participation.

#### *Alternatively*

That WHYLD seek to develop a formalised Memorandum of Understanding (MOU) with Woori Community House which clearly documents the agreed partnership arrangements and the particular roles and responsibilities of each party. In addition that WHYLD develop documented policies to support the MOU similar to that which would be held by an incorporated body. These should cover WHYLD's organisational structure and operation including Statement of Purpose; Executive Committee Member elections; Membership Rules; and Reporting schedules including the distribution of all meeting minutes to all members.

2. That WHYLD continue to assume a strong coordination role within the District, through which individuals and already existing groups can connect with, inform and share information, and work on community projects together.

It is recommended that the design/structure of WHYLD remains the same (i.e. Committee as central body surrounded by the various working/community interest groups). However in addition, it is recommended that the title of the working/interest groups reflect a more defined interest area.

For example:

- Business and Tourism (incorporating local signage; local history; business development and promotion; events)
- Sport and Recreation

- Education, Community Learning and Links (schools, community houses, playgroups, preschools)
- Community Infrastructure and Services (public transport, roads, trails, halls, parks and gardens, lighting and footpaths)
- Community Safety (fire, ambulance, police)
- Healthy & Sustainable Living (food production; recycling).

This recommendation also aims to enhance the opportunity for interest groups to share, and on occasion work together in developing new ideas or projects, through WHYLD. For example, the Community Learning & Links group may develop a project which can incorporate ideas generated in the Healthy & Sustainable Living group.

3. That each working/interest group be represented as part of the Committee (for a period decided on by WHYLD), but it is suggested for no less than 12 months duration.

In addition, that each incoming WHYLD committee develops a set of broad goals to help guide the group, taking into account current community issues. Each interest group can then develop a list of objectives to work towards, aimed at achieving these broader goals.

4. That Committee meetings be held bi-monthly rather than monthly. Working/Interest Groups could share this timetable, depending on projects being undertaken.

#### Additional support to WHYLD

5. That WHYLD develop a Position Description for a WHYLD Project worker to support the group into the future. This role might include but would not be limited to: website and Facebook management; management of all minutes; promoting WHYLD within the community using existing networks, and development and distribution of promotional literature; and preparing funding applications. WHYLD is encouraged to make contact with Upper Yarra Community Enterprise which operates Warburton & Yarra Junction Community Bank and enquire about the role of their Community Development Worker.
6. That WHYLD, either as an Incorporated Body, or under an MOU, apply for funding for a part-time project worker to continue the work undertaken by the Coordinator of Woori Community House (Sonja Mazar) as part of her current role. However, Woori Community House, represented by Sonja Mazar, is strongly encouraged to remain part of the WHYLD Committee.

#### Reporting & Communicating with Community

7. That WHYLD Committee meetings be held at various locations across the WHYLD district on a rotational basis, thereby providing and supporting a sense of community connectedness.
8. That all meeting minutes, both Committee and interest group are made available to all WHYLD members on a regular basis. This could occur through a member log-in system on the WHYLD website.

9. That WHYLD expand the range of communication methods to include already existing networks such as; school newsletters, CFA brigade newsletters and website links; radio; local press; community events and activities, and township banners. It is suggested that this becomes a responsibility of the WHYLD project worker supported by WHYLD members.
10. That WHYLD seek funding to hold twice-yearly Community Events for the purpose of informing the community and celebrating the achievements of WHYLD.

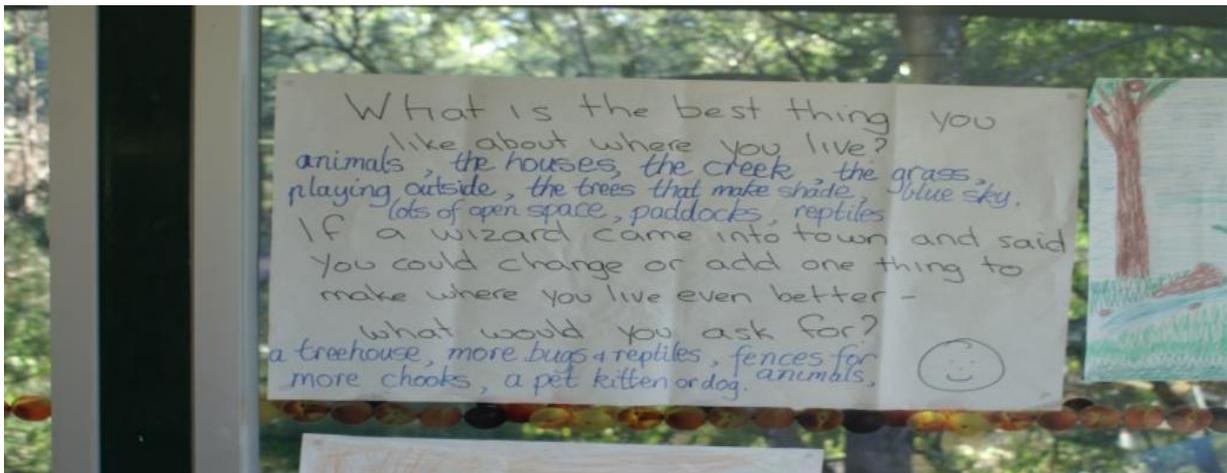
## In conclusion

It has been both a privilege and a pleasure to have worked with WHYLD and with the WHYLD community in undertaking this review. I thank all who participated for your time, your willingness to contribute constructive feedback to the review and for your personal efforts in ensuring the continued success of this valuable community group.

I wish WHYLD every success for the future.

Maxine Burke

Double Edged Training & Consultancy



Some of the ideas generated by school aged children participating in WHYLD Celebration & Review Event held on 23 February 2104.

## Appendix 1 On-line Survey

1. Are you, or have you ever been a member of WHYLD?  
(Note: A WHYLD member is someone who has actively contributed to achieving an outcome or goal of the WHYLD group, e.g. by attending a scheduled meeting of a WHYLD Working Group or the WHYLD Committee, or by actively participating in an activity organised by a Working Group, such as the Launch of the WHYLD Plan in March or the Medieval Village Fair in October).

- Yes
- No

2. What role if any do you hold, or have you held as a member of WHYLD? (More than one answer can be given)

- Member of the Steering Committee
- Member of a Working Group
- Participation in an activity organised by WHYLD
- Other

3. When was the last time you had any contact with WHYLD?

- Over twelve months ago
- Between 6 and 12 months ago
- Less than 6 months ago
- Within the past month
- Never

4. What form of contact have you had with WHYLD? (More than one answer can be given)

- Attended community consultation meeting or forum
- Attended a local community event
- Received an email
- Attended a WHYLD working group meeting
- Attended a WHYLD Committee meeting
- Read an article in the newsletter
- Read a flyer
- Other

5. Would you like to be kept up to date with WHYLD'S activities?

- Yes
- No
- Unsure

6. How would you prefer to be kept up to date with WHYLD's activities? (More than one answer can be given)

- Attend meetings
- Access the website
- Receive a bulletin or flyer via email
- Receive a bulleting or flyer via post
- Read updates in the local newspaper

7. Would you like to be actively involved in WHYLD?

- Yes
- No
- Unsure (go to Q10)

8. How would you like to be actively involved? (More than one answer can be given)

- Join a Working Group
- Join the WHYLD Steering Committee
- Volunteer at a local event or activity
- Unsure

9. What skill or skills do you have which you think might be useful to WHYLD?

10. What barriers prevent you from being involved in WHYLD? (More than one answer can be given)?

- Time
- Interest
- Lack of knowledge about WHYLD itself
- Lack of understanding about how I can be involved

## Appendix 2 Survey Results

In all, 20 people (approx. 20% of recipients) responded to the survey.

1. Are you, or have you ever been a member of WHYLD?

Of the 19 individuals who responded to this question, 13 identified themselves as a member of WHYLD, whilst six declared they were not a member.

2. What role, if any, do you hold or have you held as a member of WHYLD?

Only 11 people responded to this question. Four stated they were members of the steering committee; eight stated they were working group members; and five have actively participated in a WHYLD activity.

3. When was the last time you had any contact with WHYLD?

Fourteen out of 20 participants responded to this question.

Three people had not had any contact with WHYLD for over 12 months; for another three people their contact had been 6 to 12 months ago; and the remaining eight participants stated they had had contact with WHYLD in the past month.

4. What form of contact have you had with WHYLD?

Fifteen people responded to this question with 11 stating that they had attended a community meeting or forum. Six people attended a community event with another 10 receiving an email. Seven participants in the survey attended a WHYLD working group meeting, with another seven attending a committee meeting. Three of the 15 people who responded stated that they had read an article, five had received a flyer whilst another two had had other forms of contact with WHYLD (one person stating that he/she had apparently been dropped from the email list following absence from a follow-up meeting, and had received no further information from WHYLD until this survey).

5. Would you like to be kept up to date with WHYLD's activities?

Fifteen people responded to this question with 10 recording yes, they would like to be kept up to date, one respondent stated no, whilst four were unsure.

6. How would you prefer to be kept up to date with WHYLD'S activities?

Again 15 people responded to this question with five stating they would like to attend meetings; six wanted to visit the website; 12 wanting to receive a bulletin or flyer via email; three wanted to read updates in the local newspaper. Interestingly none of the 15 participants identified that they wanted to receive information via mail. This question allowed multiple responses.

7. Would you like to be actively involved in WHYLD?

Fourteen out of the twenty participants responded to this question, with six stating yes, and four stating no. The remaining four contributors were unsure as to whether they wished to be actively involved.

8. How would you like to be actively involved?

Eight out of twenty and it is assumed eight of the fourteen who responded to question seven responded to this question. Four stated they would like to join a working group, with one stating they would like to be part of the committee. Three others stated they would like to volunteer at a local event whilst four were unsure. Again this question allowed for multiple answers so full analysis is difficult.

9. What skills or skills do you have which might be useful to WHYLD?

Five people responded to this question with identified skills ranging from:

- Basic computer skills; administration; experience working with children and the disabled
- Organisational skills, grant writing skills
- Presidents of sporting clubs with community and program development skills
- Electricians
- Members of emergency services
- Land management skills
- Local knowledge

10. What barriers prevent you from being involved in WHYLD?

Ten people responded to this question with nine stating that time was the greatest barrier to them. One person stated that their level of interest was an issue, whilst two identified a lack of knowledge about WHYLD with the remaining two stating that they had a lack of understanding about how they could be involved. Again multiple responses were encouraged with this question.