

BEST PRACTICE IN COMMUNITY DEVELOPMENT



IS THIS A GOOD MANAGEMENT TOOL?

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SETTING THE SCENE



- Community development at the heart of what every Council in Australia does.
- It's about achieving co-operatively planned, mutually desired outcomes between a Council and its community.
- Challenging the traditional role of Local Government as roads, rates and rubbish.

SETTING THE SCENE (Cont'd)

- The ballot box is dictating that all spheres of Government rediscover the importance of community development.
- Continuing devolution of service delivery to Local Government.
- Mix of community development and community services in Councils.

SETTING THE SCENE (Cont'd)

- Community is about people and people's need to interact, share and celebrate.
- Celebration is important for individuals and for building healthier communities.
- Best practice is a tool for continuous improvement.
- Continuous improvement is important in all areas of Local Government operations.

WAMA BEST PRACTICE AWARDS



- Foster and acknowledge innovation and leading practice in the Local Government sector.
- Increase awareness of very significant role Local Government plays in the community.
- Community development featured significantly in Awards since inception.
- Highest Local Government Awards in WA.

BEST PRACTICE AWARDS

(Cont'd)



- Encourage continuous improvement.
- Assist Councils in development of management strategies that allow:
 - better decision-making;
 - greater community participation;
 - greater accountability to the community;
 - increased effectiveness and efficiency.

BEST PRACTICE AWARDS

(Cont'd)



- 5 component categories:
 - customer service
 - effective communication
 - innovation
 - performance measurement
 - process management.
- 8 community development focused projects nominated in 1999; increased to 10 in 2000.

FEATURING COMMUNITY DEVELOPMENT



- Broad cross-section of community development initiatives nominated for Awards in areas of libraries, seniors, youth, children, disabled, recreation, cultural development and community partnerships.
- Majority of nominations are in the innovation category.

FEATURING COMMUNITY DEVELOPMENT (Cont'd)

- In 2000, the Town of Bassendean won a WAMA Best Practice Award in category of Innovation.
- Community development principles were applied to facilitating the recording of a CD by a seniors jazz band.
- The band members ranged in age from 60 to 90 plus.

FEATURING COMMUNITY DEVELOPMENT (Cont'd)

- The project empowered the band and also the team of volunteers behind the scenes leading to the development of new skills and confidence by participants.
- Through the support provided by the Town, the Broadway 2 Band's CD was launched as part of International Year of Older Persons.

FEATURING COMMUNITY DEVELOPMENT (Cont'd)

- The Award resulted in:
 - empowerment for seniors in the community;
 - a boost in the morale of staff involved in the project;
 - community recognition of the work done by the seniors and the Council;
 - greater Councillor appreciation for the project due to the external recognition.

ON THE NATIONAL FRONT

- The National Awards for Innovation in Local Government have similar aims to the WAMA Best Practice Awards.
- Again community development has featured significantly in these Awards.
- In 2000, the Wyong Shire Council in NSW won an Innovation Award for their Youth Services.

ON THE NATIONAL FRONT

(Cont'd)

- Through community planning, Council recognised the need for a regional youth facility including youth specific health and support services, and recreation/entertainment facilities.
- Wyong Council purchased an old warehouse to establish the Oasis Youth Centre.

ON THE NATIONAL FRONT

(Cont'd)

- The services provided at Oasis include chaplaincy and counselling, employment courses, self-esteem development, conflict resolution courses and sporting programs.
- The Council has leased Oasis to the Salvation Army with a 10-year option at a nominal rent.

ON THE NATIONAL FRONT

(Cont'd)

- Since opening in 1999, Oasis has been accepted by the young people of the Central NSW Coast as a major step in gaining trust and solving personal problems.

DO THESE AWARDS ENHANCE CD?

- On balance, the answer has to be yes.
- The Awards are focused on continuous improvement rather than “measuring widgets”.
- Working in an environment of continuous improvement should enhance Local Government’s overall performance in the community.

DO THESE AWARDS ENHANCE CD? (Cont'd)

- From a community development perspective the Awards:
 - provide the impetus for Councils to continue leading practice in their activities;
 - give the external recognition often sought in a political environment;
 - promote to the community the leading edge activities undertaken by the Council;

DO THESE AWARDS ENHANCE CD?

- positive reinforcement of the importance of community development to Councils and their communities;
- provide an important means of recognising the efforts of community development staff;
- provide a morale boost for staff as well as increasing self-esteem;
- focuses attention on continuous improvement.