

# "Engage, Energize and Empower Teeny Tiny Places "

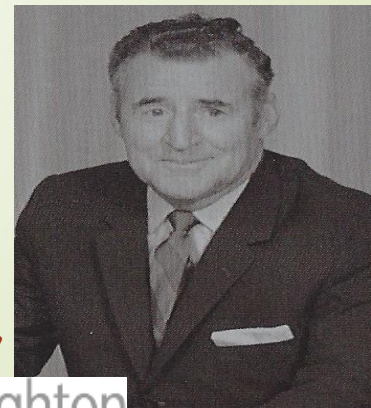
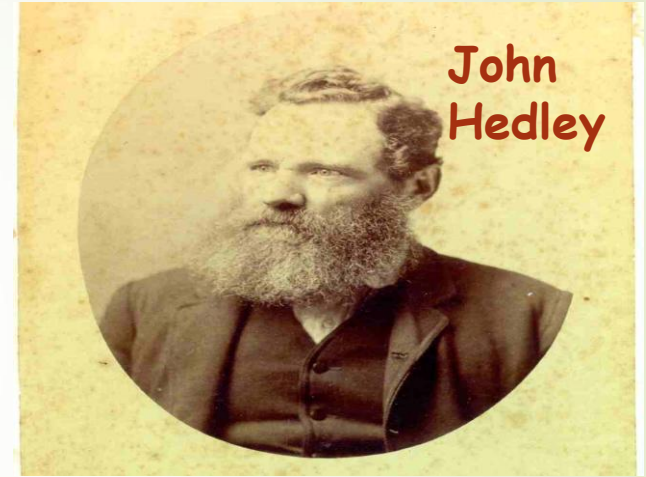


**Presenter: Peter Kenyon**



# 1. Spending time again in Canada

Constance Creek,  
March Township,  
Kanata, Ottawa



Bruce  
Hedley



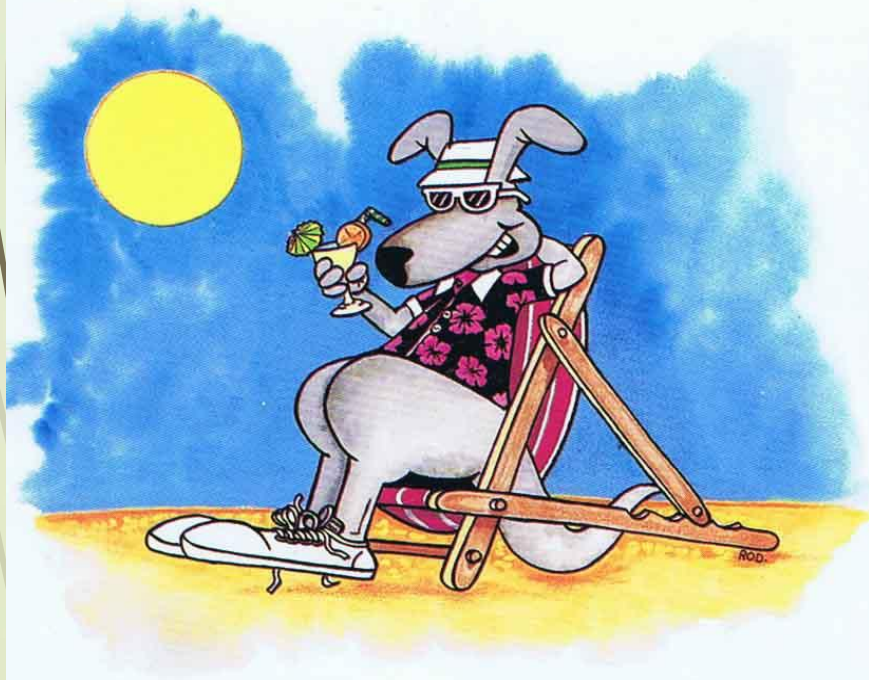




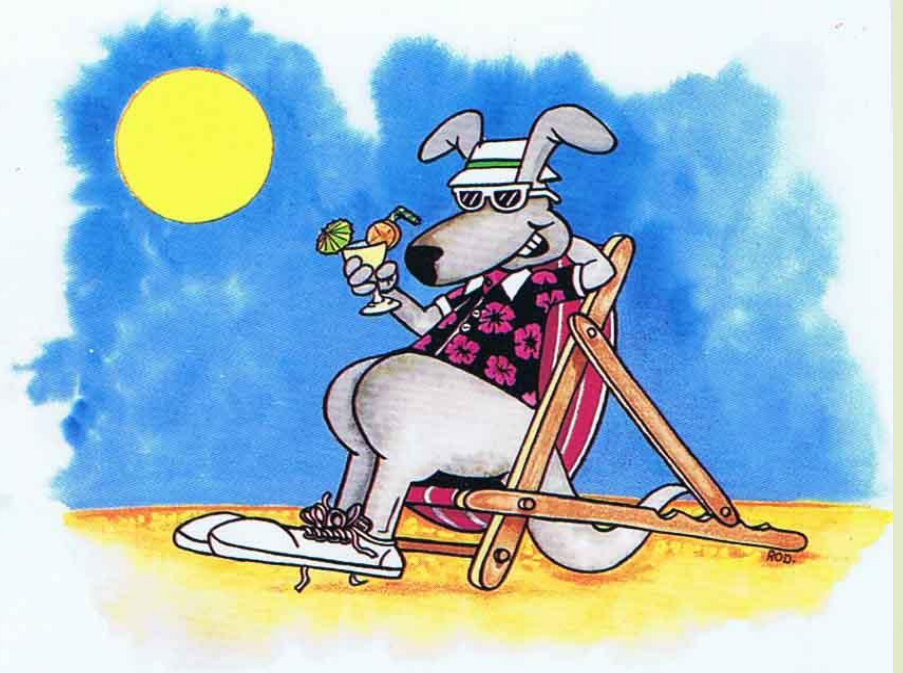




# WINTER in WESTERN AUSTRALIA



# SUMMER in WESTERN AUSTRALIA









## 2. Being in Picton and PEC

















THE COOLEST WAY TO TASTE THE COUNTY



Slickers

Pure Homemade County Ice Cream



ARTISAN  
HAND CRAFTED  
ICE CREAM



**- SPECIALTIES -**  
**Taco Sundae** .....\$12.00  
Fresh waffle taco • 3 scoops ice cream  
whipped cream • sauce • 2 toppings • cherry



**Ice Cream Sandwich** .....\$8.50  
2 homemade cookies • 1 scoop ice cream  
sauce • 1 topping



**One Scoop Waffle Cone** .....\$5.00  
Fresh waffle cone • 1 scoop ice cream  
whipped cream • sauce • 1 topping



**Kids Sundae** .....\$4.00  
Served in a cup • 1 portion ice cream  
whipped cream • sauce • 1 topping



**- SAUCES -**  
[ \$1.25 extra ]  
Butter Caramel  
Salted Butter Caramel  
Belgian Dark Chocolate  
Mudella



**- TOPPINGS -**  
[ \$1.25 extra ]  
Smarties • Chocolate Chips  
Mini Marshmallows • Cookie Pie  
Assorted Nuts • Snow Balls  
Chocolate Covered Pretzels • M&M's

\*toppings no extra charge



**- SHAKES & FLOATS -**  
Milkshake .....\$7.25  
2 scoops ice cream 1 milk • whipped cream

Ice cream • canned soda pop .....\$6.40

**COLD DRINKS -**  
assorted prices

Pop .....\$1.25

.....\$1.25













### 3. Spending time with people who care!

**"The greatest asset of any community is simply people who care"**

**Paul Born,  
Co-Creator, Tamarack**

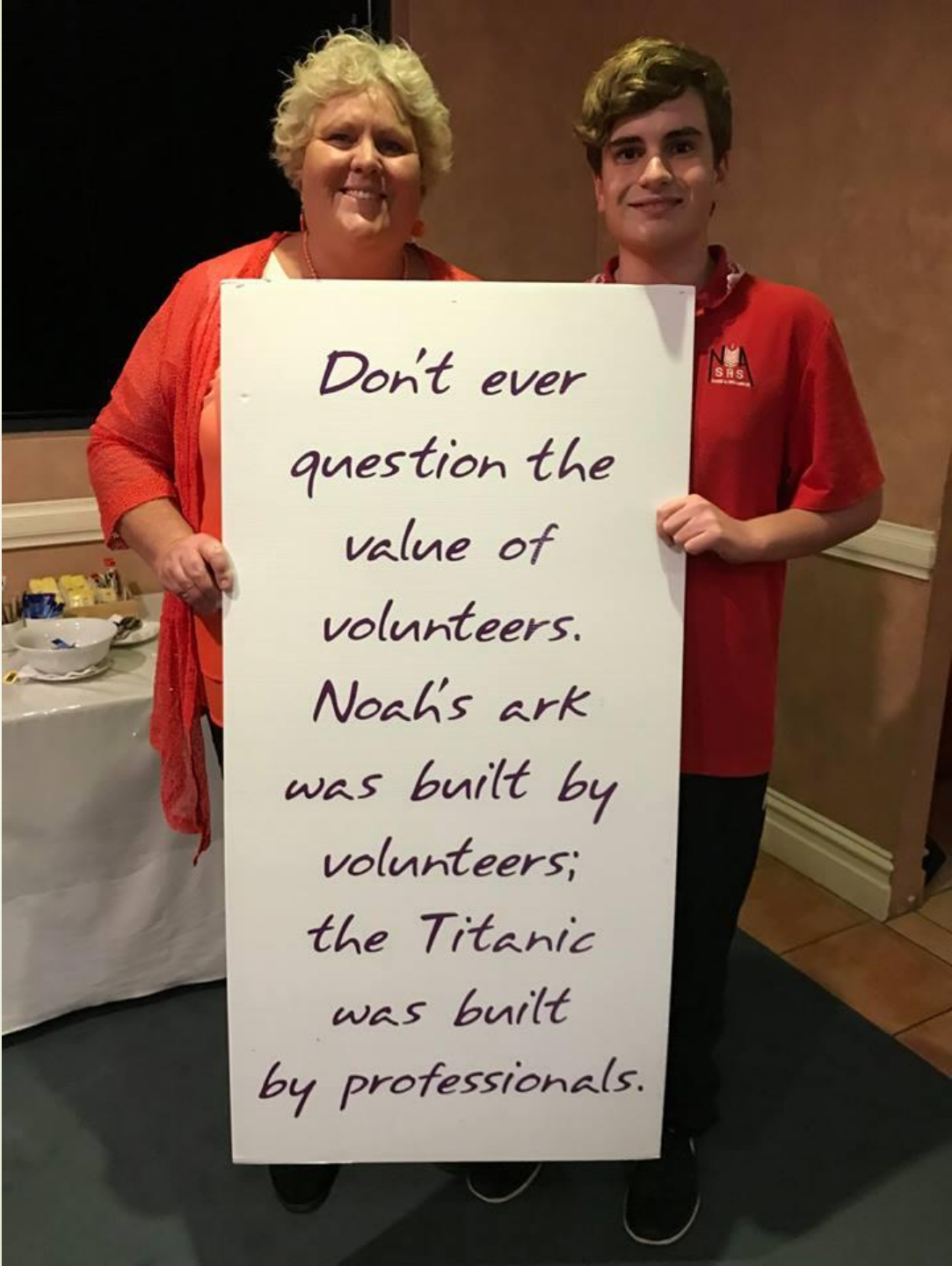


## Robert Orben



*"I want to thank and pay tribute to all of our volunteers - those dedicated people who believe in all work and no pay"*



A photograph of a woman with short blonde hair wearing an orange cardigan and a young man with brown hair wearing a red polo shirt. They are both smiling and holding a large white rectangular sign. The sign has handwritten text in black ink. The background is an indoor setting with a table covered in a white cloth and some items on it to the left, and a brown wall to the right.

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



## 4. Spending time in a learning environment

"In times of change it is the learners who inherit the future.

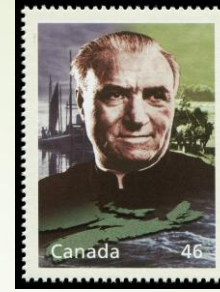
Those who have finished learning find themselves equipped to live in a world that no longer exists."

Eric Hoffer





## Rev Moses Coady, Nova Scotia



**"The person who has  
ceased to learn ought  
not to be allowed to  
wander around in these  
dangerous times"**

## 5. Spending time with small-town folk

### Marble Bar







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

West Australian Newspaper 20/4/16



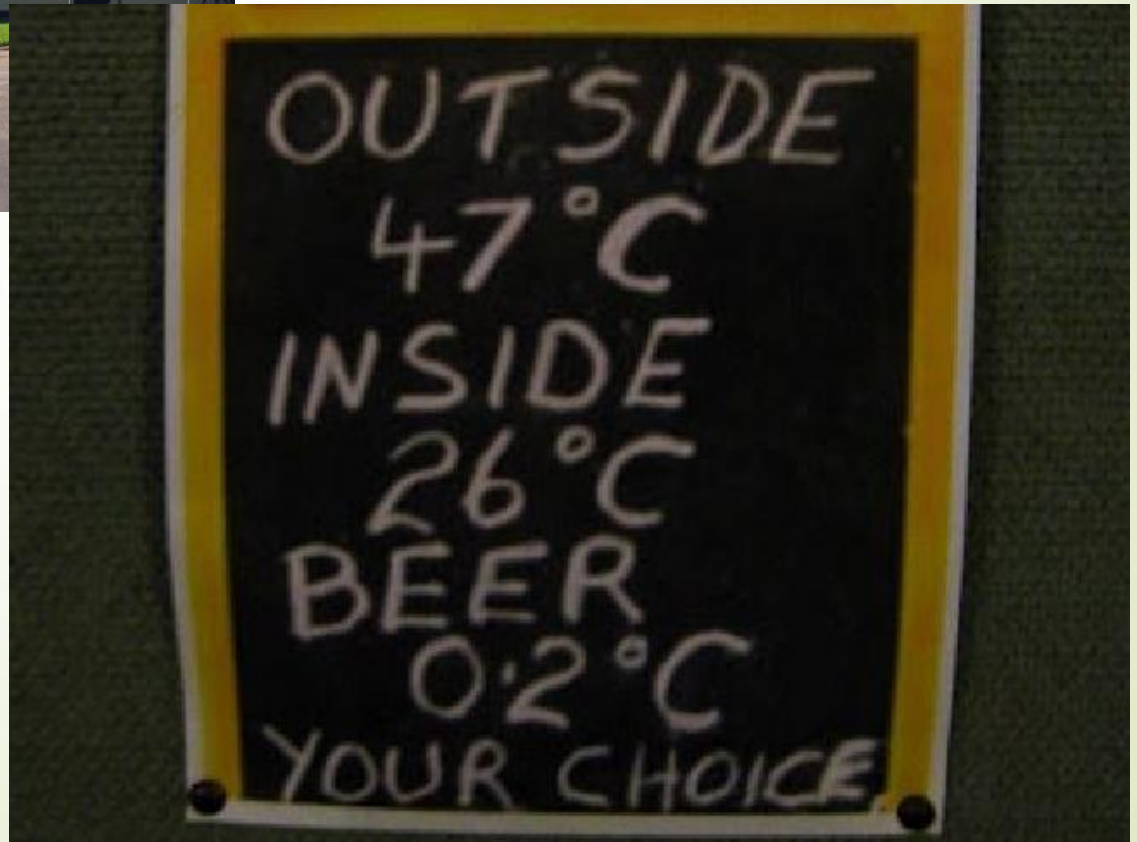








# Iron Clad Pub



# Phenxx founder and chief executive Kait Tregenza in Marble Bar





# 'Australia's Hottest Woman' Campaign



## 'Australia's Hottest Woman' Campaign






# 'Australia's Hottest Woman' Campaign



## 'Australia's Hottest Woman' Campaign







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

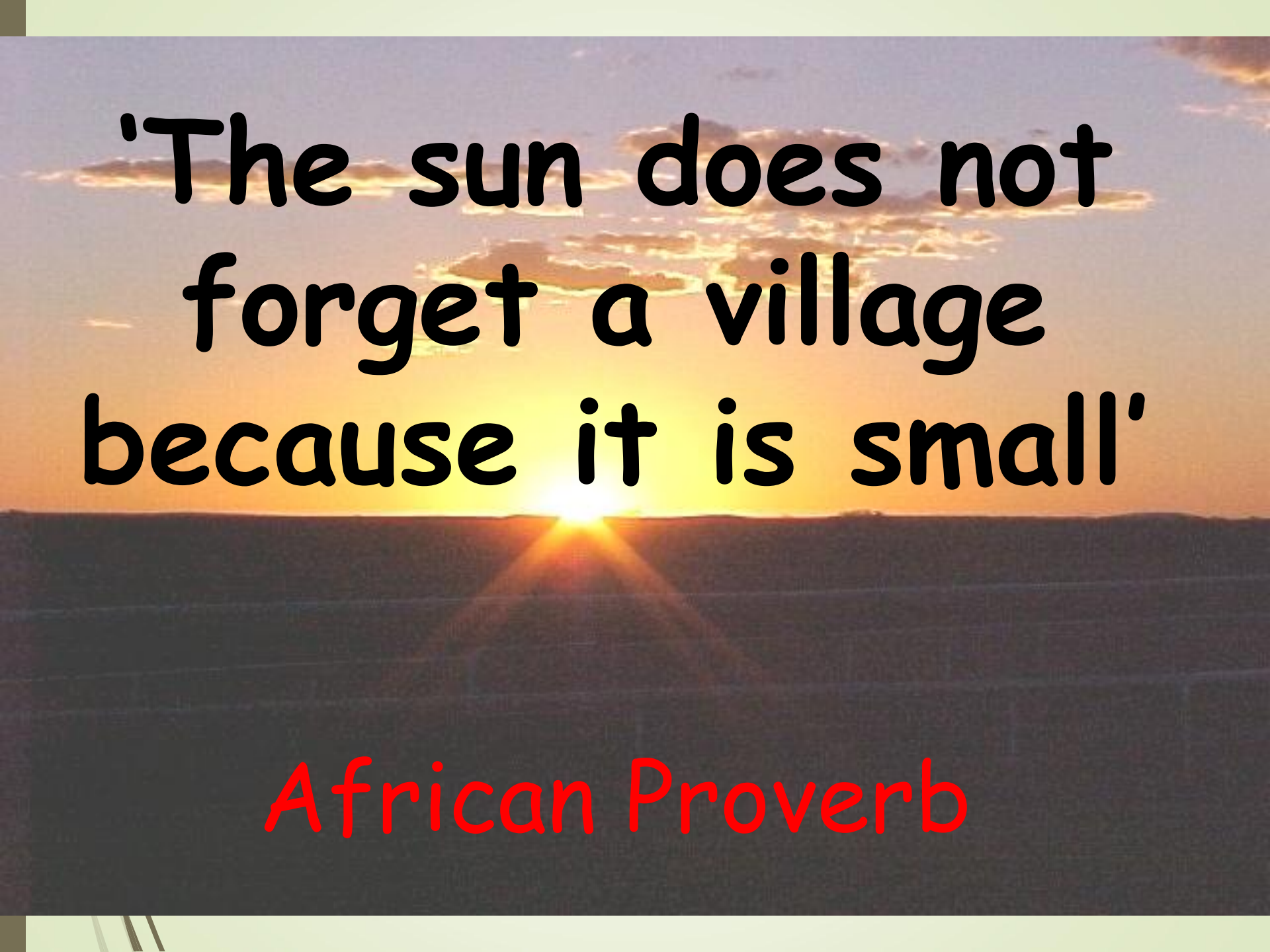
**-Peter Kenyon**



**Richard Russo**

**“People in small towns,  
much more than in  
cities, share a destiny”**





**'The sun does not  
forget a village  
because it is small'**

**African Proverb**

The future ain't  
what it used to be!





## 6. Sharing "What grows a great community?"



**John Kania, Co-Creator of Collective Impact**



***"Community has the power to change everything. No amount of innovation, individual brilliance, or money can transform our broken society as effectively and sustainably as building community"***

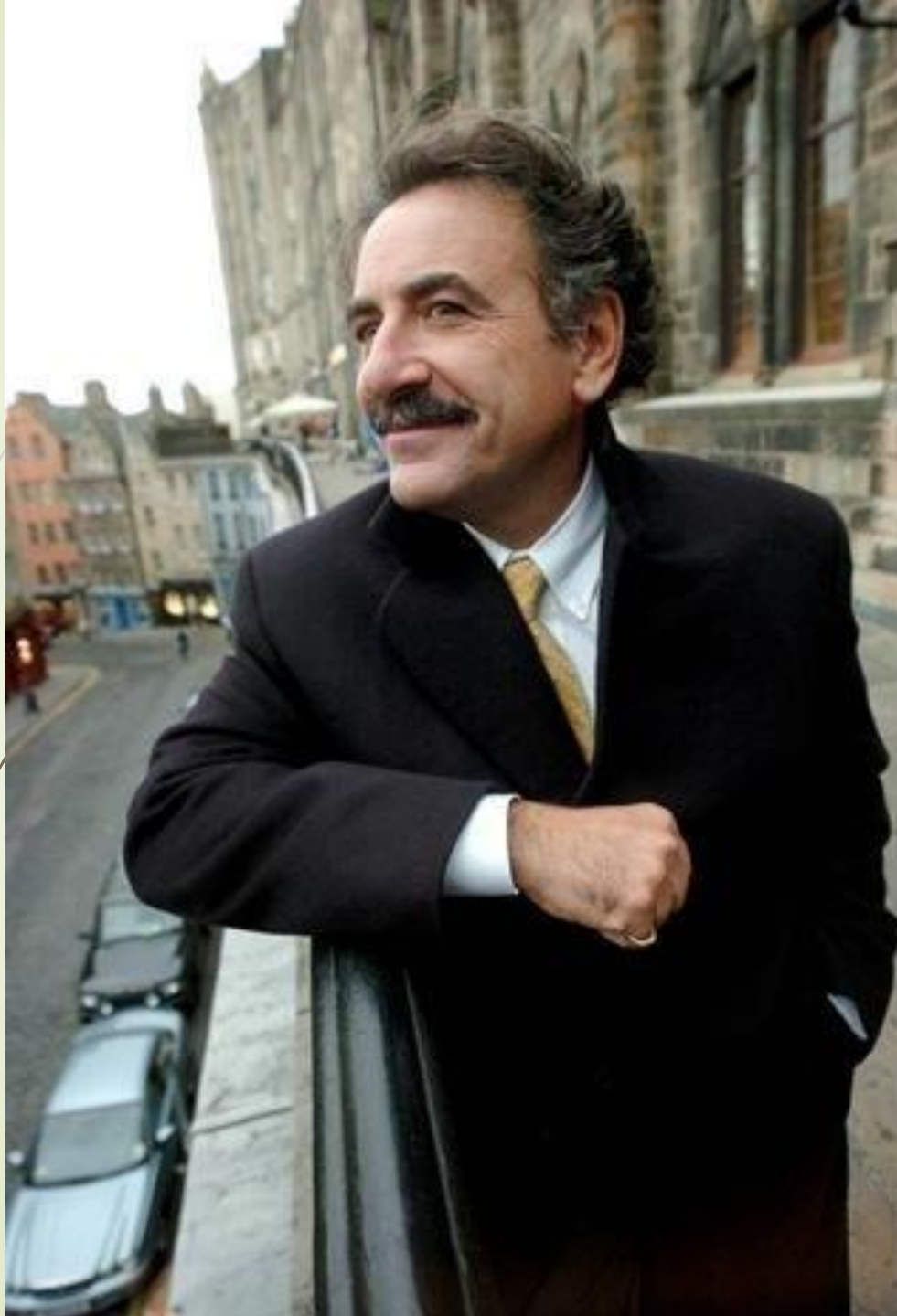


# Margaret Wheatley



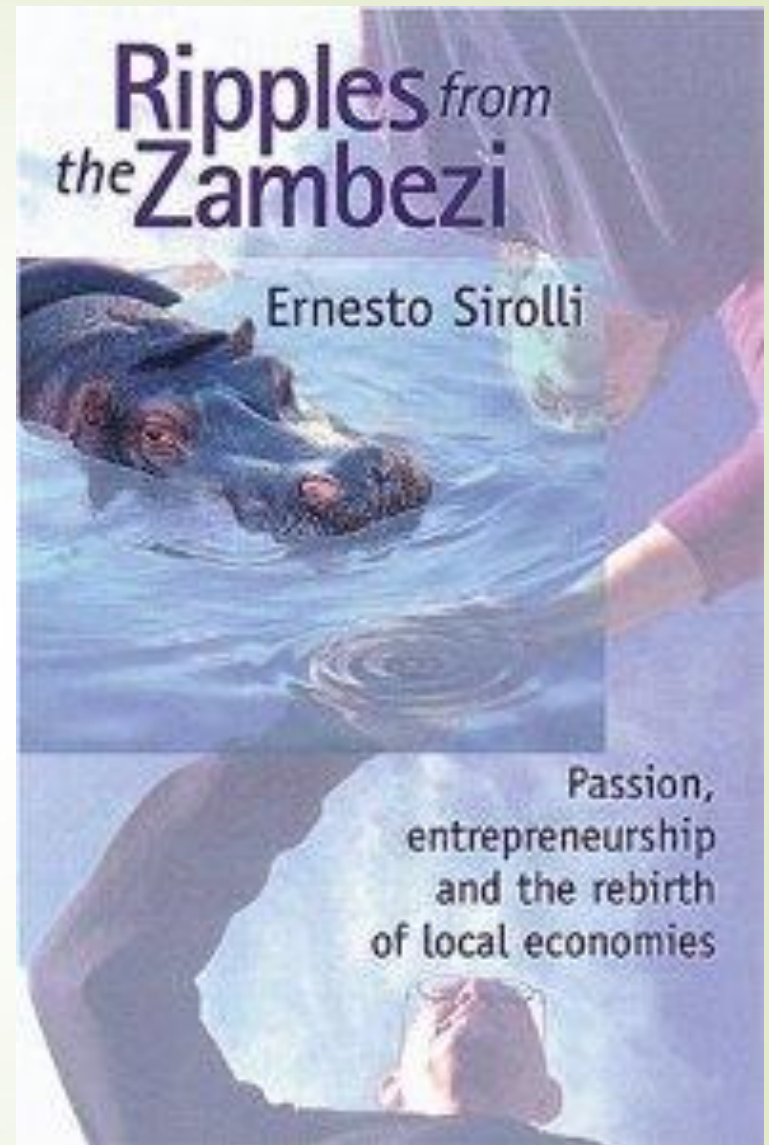
'I work from the firm belief that  
"whatever the issue, community is  
the answer."'

'There is nothing more powerful  
than a community discovering what  
it cares about'

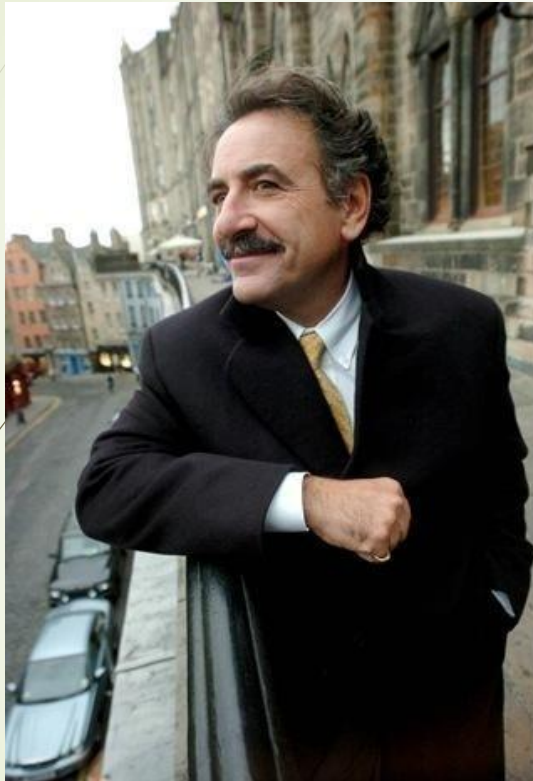


**Ernesto  
Sirolli**





## Ernesto Sirolli




**"The future of every community lies in capturing the passion, imagination, and resources of its people."**




## Harold Flaming



**"The wisdom of the  
community always exceeds  
the knowledge of the  
experts"**



Greet 2 other  
participants that you  
do not know and  
share why you are  
here today.





# The Story of Kulin





# Kulin Community Futures Workshop - 1994

**Theme:** "Where is Kulin going? Don't put your future of the town in the hands of others - take control of your own destiny!"





# MISSION

Stop depopulation and loss of town services through-

- Becoming a more than “a dot on the map”.
- Building local pride and commitment.





# KULIN BUSH RACES

## FACEBOOK & EVENT GUIDE



30TH OF SEP, 1ST & 2ND OF OCT 2016



For more information please contact:

Racing Information and Bookings: Kulin Bush Races Committee, kulinbushraces@gmail.com

General Enquiries: Kulin Bush Races Committee, kulinbushraces@gmail.com, 0800 100 100, kulinbushraces.com.au, Open Mon-Fri 9am-4pm



© Stephen Heath Photography



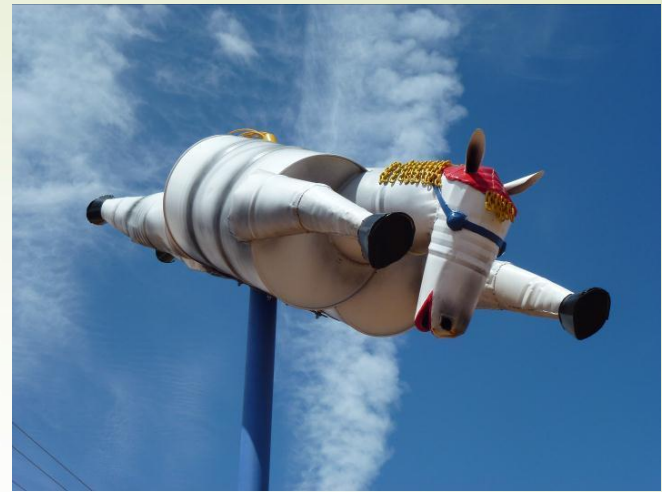




# Kulin Community Bank











Lamara Davis



# Camp Hart



# Community Owned Pub/Hub





Baby boom: Kulin mums Casey Williams with Amriah Spencer, Cindy Mullan with Parker Steph Marh with Mae Bradford, Gen Whisson with Huxley and Elle Bowey with Will. Picture: Daniel Wilkins



## DELIVERY RATES

Average number of babies in a woman's lifetime

### Highest fertility rate

- 3.30 Brookton
- 3.29 Meekatharra
- 3.12 Kulin
- 3.04 Gnowangerup
- 2.96 Kununurra
- 2.75 Dowerin
- 2.70 Newman
- 2.63 Morawa
- 2.62 Moora
- 2.58 Northam, South Hedland

### Lowest fertility rate

- 0.9 Perth City
- 1.10 North Coogee
- 1.26 Bull Creek
- 1.29 Mt Lawley-Inglewood
- 1.32 Murdoch-Kardinya
- 1.33 Bateman, Willetton
- 1.34 South Perth/Kensington
- 1.35 North Perth, Mosman Park/Peppermint Grove, Riverton/Shelley/Rossmoyne
- 1.40 Applecross/Ardross, Winthrop
- 1.41 Ocean Reef

Source: Australian Bureau of Statistics

## KULIN SHOWS US HOW TO DO IT

KULIN is fertile in more ways than one, with ideal growing conditions for wheat, sheep — and babies.

New Australian Bureau of Statistics data reveals the women in the small Wheatbelt town — best known for its Tin Horse Highway — are among WA's most fertile.

Kulin's fertility rate was 3.12 babies born to each woman over the course of her lifetime.

It's part of a baby boom in country WA, with the top 10 most fertile locations

dotted across our vast State. In 2016, more than 35,000 babies were born in WA, including 72 in Kulin, 280km east of Perth.

Another Wheatbelt town, Brookton, has WA's highest fertility rate at 3.3. WA's average fertility rate is 1.89. The least fertile areas were Perth CBD (0.9) and North Coogee (1.1).

Kulin Shire president and local farmer Barry West, who raised four kids with wife Peta, said the town owed its mini population boom to a

strong community spirit.

"Kulin is very accepting of new people and everyone volunteers to help out for different things like our bush race," Mr West said.

"We've got a lot of young professionals who have moved here in recent years and built homes here.

"We've got some great facilities here for young families including a strong playgroup for young parents, day care and good medical services."

Gen Whisson moved to

Kulin eight years ago with husband Ben and the couple are parents to 19-month-old son Huxley.

The 33-year-old works as a private farming consultant and is about to open a florist business.

She said her previous job as a senior project officer for Kulin Shire to help promote local tourism attractions had given her plenty of scope to broaden her skills.

"I think a lot of people tend to misjudge small country towns but there's

always so much going on," she said.

She said getting involved in volunteering was a "big part of country life".

Cindy Mullan, 33, who lives on a pig and wheat farm with three kids and husband Brenton, said the town was family oriented and had great facilities for families.

"Everyone makes an effort to include you in sporting games and kids' groups and there's a great childcare centre," she said.

Regina Titellus



# The key ingredients to grow our teeny tiny towns





# 1. Local leadership

**"Given the task of rejuvenating a region and the choice of \$50 million, or \$2 million and 20 committed local leaders, we would choose the smaller amount of money and the committed leaders"**

**(McKinsey and Company (1994) Lead Local Compete Global: Unlocking the Growth of Australia's Regions)**

## Margaret Wheatley



**“Leadership is a series of behaviours rather than a role for heroes”**

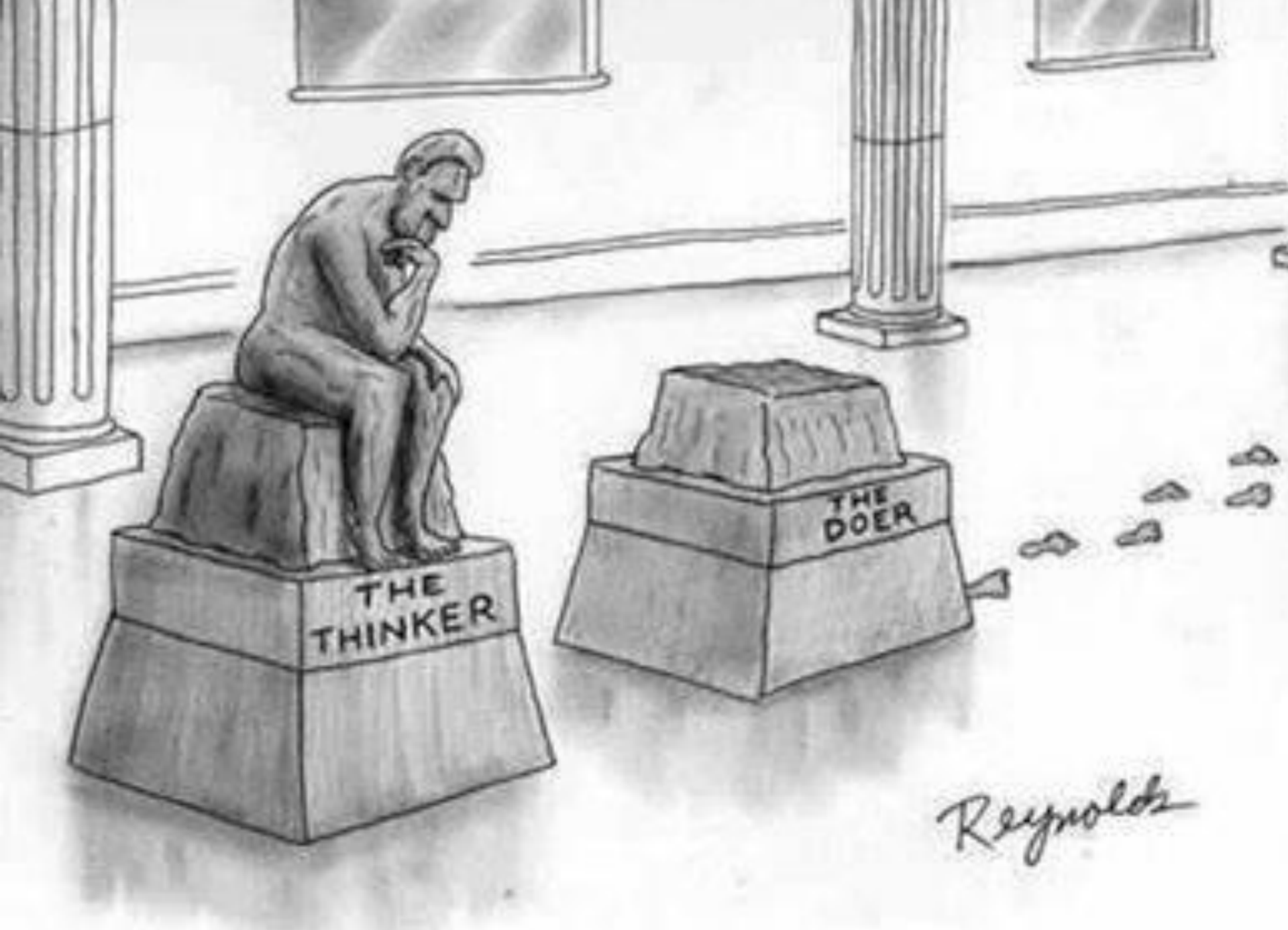




# Making Things Happen

**“Leadership is not necessarily a title or a powerful position; it is a process, it is relational, it is making something happen, it is leaving a mark”**

**-Lorraine Matusak**

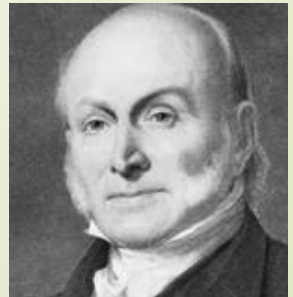




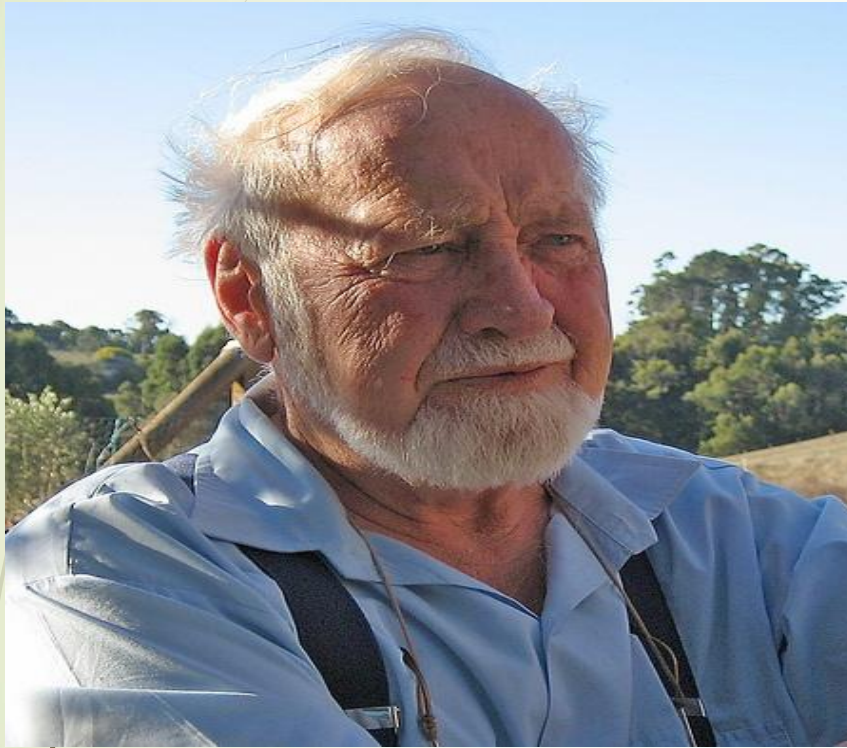
# Inspiring and Influencing Others

**"If your actions inspire others to dream more, learn more and become more, you are a leader"**

**-John Quincy Adams**



# Facilitating Collaboration and Network Weaving



**Bill Mollison, a founder of  
the Permaculture Movement**

**"I can't  
save the  
world on  
my own...it  
will take at  
least three  
of us."**





# Growing leaders

"If you want a year of prosperity,  
grow grass.

If you want ten years of prosperity,  
grow trees.

If you want 100 years of prosperity,  
grow people"

Scott's Bluff Leadership Motto





## 2. Active Community Engagement and Connection

**"Great communities don't just happen, they are created nurtured and sustained by caring, connected and involved citizens."**

**- Peter Kenyon**



**“Most communities can often be compared to an ice hockey game where 20,000 people who need the exercise, turn up to watch 12 players who don’t.”**

**-Peter Kenyon**






# Importance of -

- conversation
  - social connection
  - engagement
  - collaboration
- 





**Brett Christian,  
Editor, Subi Post**

**"A community is not a  
community without  
conversation"**

**Mary Lou Casey**



**“What most people  
need is a good  
listening to”**



# Importance of community conversation

**"One of the things we need to learn is that every great change starts from very small conversations held among people who care."**

**-Margaret Wheatley**





# Learning Conversations





# City Rituals & Traditions







Saturday, July 26, 14



➡ **Actively engage these groups!**





### 3. Positive and can-do community mindset

*You can't move your town  
to a different location,  
you can move your town's  
attitude in a different  
direction'*

-Heartland Center for Leadership  
Development (USA)





# Heartland Center for Leadership Development, USA

*"Conventional wisdom suggests that for a small town to survive it needs to be near a major highway, have significant natural resources in the region, be close to a larger city or have some other "characteristic or circumstance" working in its favour. Yet in reality, leadership is proving to be more important than location and attitude is more important than community size"*




**Former Mayor Vicki Buck , City of Christchurch**



# Vicki Buck




*"I think negative people should be taxed. They require an incredible amount of energy. They're like corgis nibbling at your ankles and I'm sure they exist to show us the difference between heaven and hell."*



**"When facing a difficult task, act as if it is impossible to fail. When going after Moby Dick, bring along the tartar sauce."**

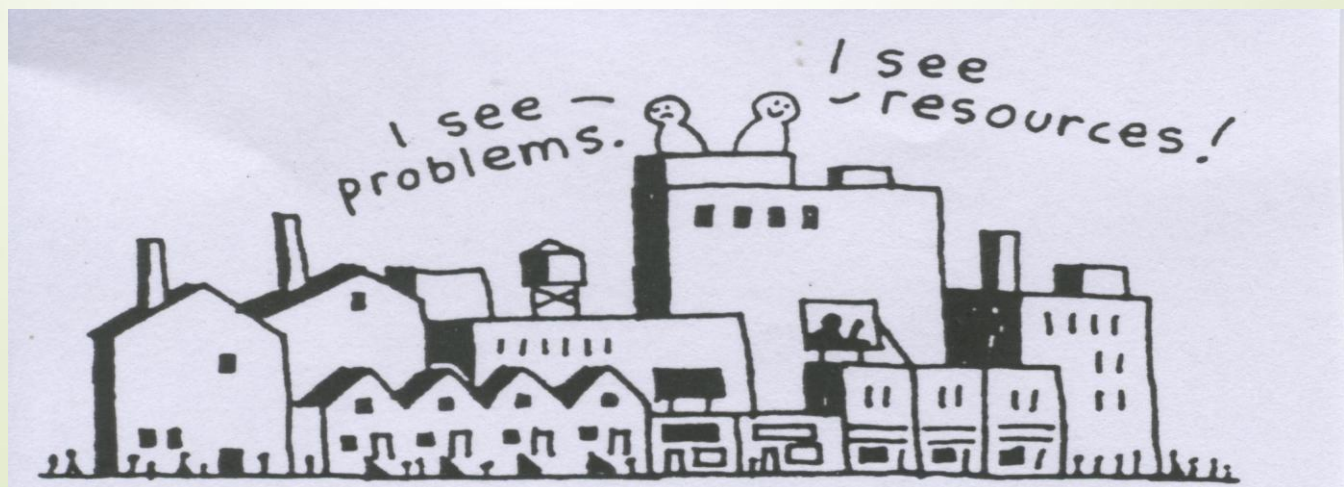
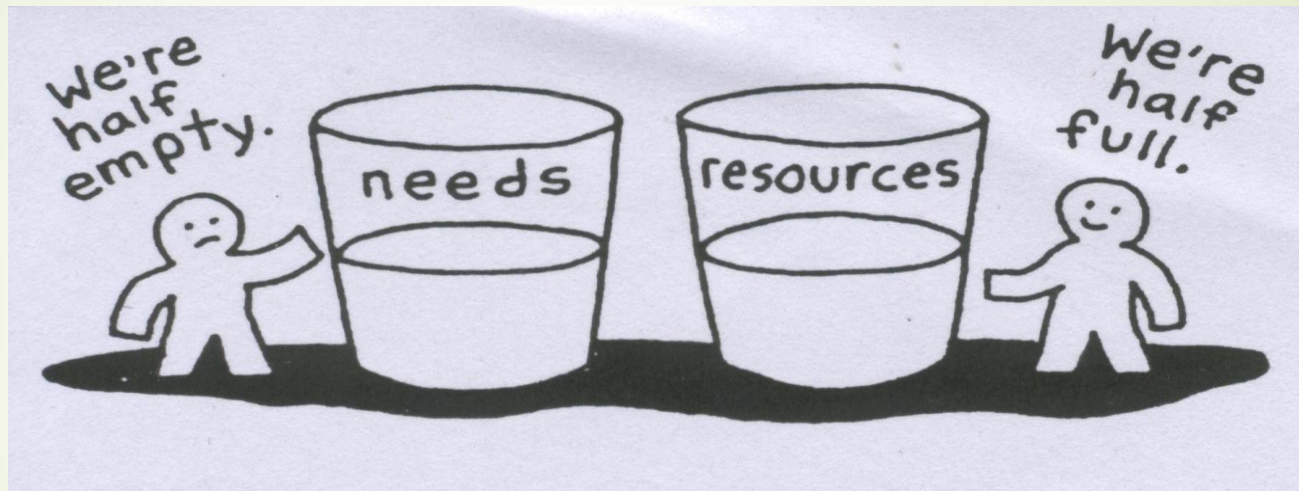




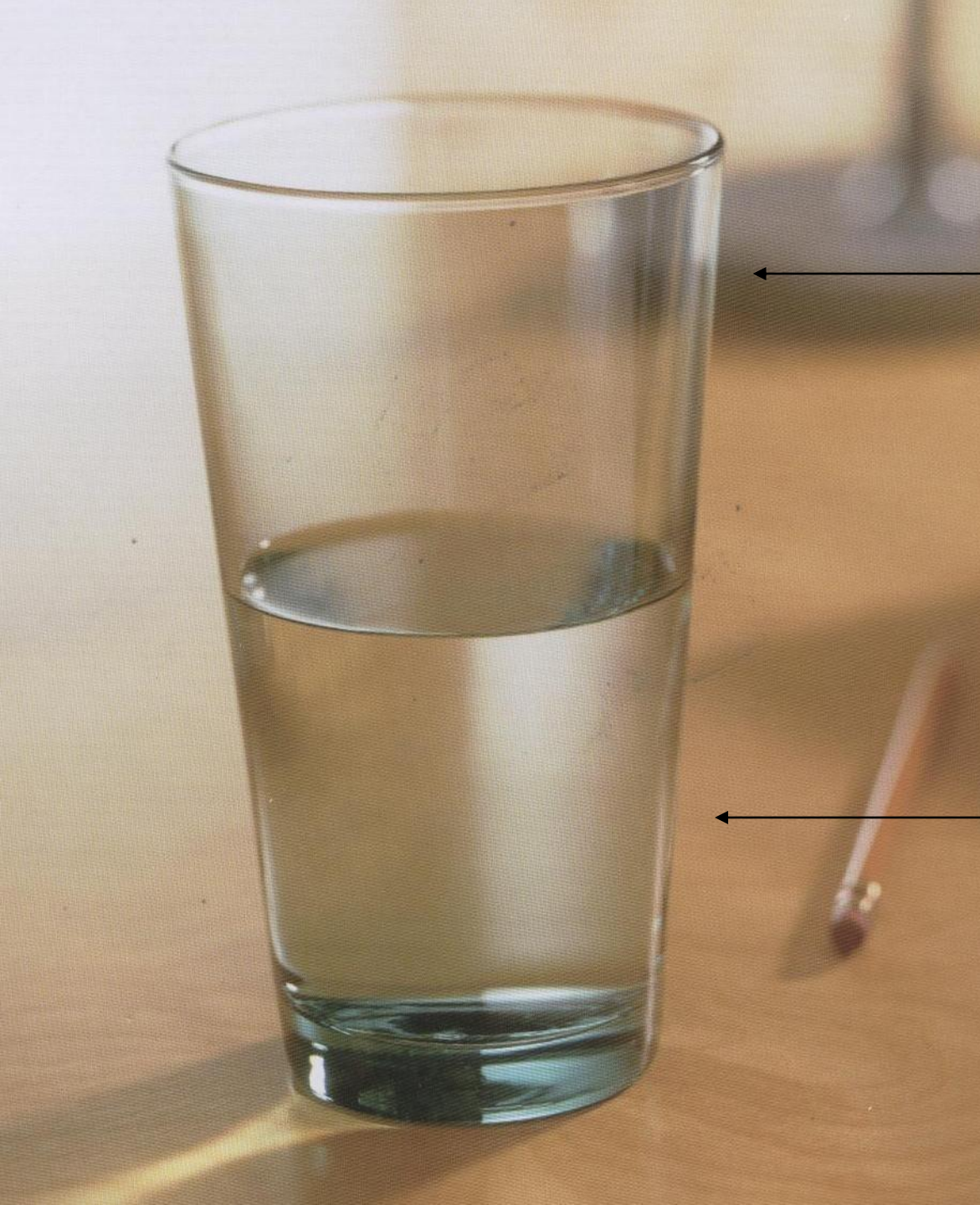
Some day,  
we will all die,  
Snoopy!

True,  
but on all  
the other days,  
we will not.

### 3. Asset and opportunity obsession





A tall, clear glass filled with water is positioned on a light-colored wooden surface. The water level is approximately one-third of the way up the glass. In the background, a thermometer is visible, slightly out of focus. Two arrows point from text boxes on the right towards the glass. The top arrow points to the upper part of the glass, and the bottom arrow points to the lower part of the glass.

**Communities  
and their  
citizens have  
deficiencies  
and needs**

**Communities  
and their  
citizens  
have capacities  
and assets**

# COMMUNITY NEEDS MAP

Unemployment

Loss of  
Community Spirit

Illiteracy

Dysfunctional  
Families

Welfare  
Dependency

Vacant  
Shops  
Run  
Down  
Shopping  
Centre

Child  
Abuse

Bullying

Crime

Truancy

Mental  
Health

Graffiti

Alcoholism  
Drug Abuse

Youth  
Suicide

Homelessness

Early  
School Leavers

# COMMUNITY ASSETS MAP

## LOCAL INSTITUTIONS & RESOURCES

Local  
Businesses

Schools

## COMMUNITY ASSOCIATIONS

Service  
Clubs

Neigh -  
bourhood  
House

## GIFTS OF INDIVIDUAL

Ovals

Churches  
Mosques  
Temples

Young  
People

Senior  
Citizens

Artists

Local  
Council

All  
Residents

Labelled  
People

Community  
Organisations

Sporting  
Teams

Hospital

Local Facilities

Community  
Stories

Government  
Agencies





# Six Key Categories of Community Assets

1. People's passions, skills, connections and experiences and above all, what they care about
2. The physical world
3. Community associations
4. Institutional assets
5. Economic/business assets
6. Cultural assets-stories, traditions, heritage

# Invermay Asset Map



## People Assets

Bill and Nanette Evans, Jeff McClintock (gardening), Kim Schneiders (Interweave), Butch - Tramshed, Don Cameron - Blue Café, Tramway Museum volunteers, Dan the good coffee stand, friendly community, local artists, Swampies - locals from Invermay for historical stories, long term residents, entrepreneurs, bakers, electricians, trades people, professionals - mental health, doctors, dental, artists - Interweave and potters, academics and teachers, Home educators, international students, Utas faculty students, volunteers, cricket club members, Bowls club members, Janet - Tramways, Glennroys Coffee @Churchill, politicians/councillors, newsagency owner, students and staff - Big Picture, Invermay Primary School and St Finn Barrs, Star Theatre, Allison from SheShed, Mrs Illingsworth and Mrs McCleod - Invermay Primary, Beta Park staff (especially Lindsay and Tommy), School P&F, Vicki at Bowls club, resilient people dealing with flood, older people who have lived here all their lives i.e. Bedford Street cottages, Errol Stewart, Owen Tilbury, Peter Kenyon, street to home workers, school association members, Sue Bell, Leanne Groves, Mrs Edwards, Tasdance, Invermay primary - Sarah Mott, Tony Brazendale, Leanne Grimach, Tarkyn, Zoey, Peter Hynes, Leanne Marchel, Ms Davis and Mr Gilmarten

## Local Economy



Bunnings BBQ fundraisers, Manu Bakery, Celtic Barber, Bursons, car dealers/car yards, QV Museum Bookshop, Salvos, Pottery Shed, The Stand, Swamp Café, Newsagency, Flick the Bean, Food for Dudes, Art shop, Silos Hotel, Rhubarb, Renovations - tiles, curtains, plumbing, bottle shops, manufacturing, Tram Shed Function Centre, wheelchair supplier, beauty retailer, Me Wah Restaurant, Beta Park Bouldering, Fraggles, Skin Care Clinic, Officeworks, food vans, Cafes/restaurants, Bizzy Bee, McDonalds, Boathouse, Boost Juice, Shiploads, Bowls Club, Good Guys, IGA, Marshall, SheShed, second-hand shops, petrol stations, automotive, pubs, Kings Wharf, Doggy Day-care, Glebe Island, vintage shop, a lot of locally owned businesses/strong business, Foamland, Star Theatre, Tamar Valley Dairy, Bridgestone, Mazda, Pet Stock, JB Hi Fi, Bunnings, Invermay Market, Coles Express, Pie Face, Spuds, Tas Petroleum, Salvos, Utas Stadium, Reece Plumbing, RSPCA, Blue Café, Elite Lashes and Queenie

## Institutions



Youth Futures, Council depot garden nursery, Tasdance, City Mission, School of Architecture, Skin clinic, TasTAFE, Buddhist Centre/ Temple, seniors community hall, Launceston Big Picture School, St Finn Barrs, dentist, churches, Salvos store, RSPCA, Post Office, T4 - Radar School, Methodist Church, St Finn Barrs Church, Utas, Invermay Primary School, QVMAG, Interweave Art Studio, Cricket Club, Invermay Bowls Club, Inveresk Precinct, Utas Library, Tramshed/tram museum, childcare, Tiger Bus - Metro, medical clinic, politicians office, Car Museum/Automobile Museum, outreach services, Vinnies, Launceston Family Church, Remade

## Cultural



Heritage buildings/old buildings and houses, Museum and Art Gallery, Trams and tracks/Tram museum, Palawa culture "ya Pulingina", Rebecca van Asch (stories of pride), levee history, university, churches/mass, markets (in the past), swampies/swamp culture, Tibetan temple, St Finn Barrs, aboriginal reference group, Heritage Forest, Sawtooth, QVMAG collection, football

## Physical Environment




Terrace houses, York Park, flat surfaces, roads and town planning, Churchill Park/ Churchill Park Soccer grounds, old warehouses (potential), Beautiful old homes, Star Theatre, skate park, pump track, small local parks, Inveresk precinct, Tamar River, bridges, Heritage Forest, cricket grounds and Council garden nursery depot, Heritage Dog Park, Seaport, levee banks, floods and flood levies, Post Office, Esk activity space - basketball courts and community gardens, wide streets, beautiful views, Riverbend Park precinct, Utas Stadium, bike paths/cycling paths, Silos, walking track from Heritage Forest to Uni, Beta Park, Faulkner Park, community gardens, equestrian grounds, Salvation Army, rowing club, rock climbing centre, Kings Wharf, rail trail, North Esk River, Tamar River/ kanamaluka/river walk, Caledonian Square, Russel Street Park, Museum, The Tramway Museum, Monash Reserve, Terrace Houses (wonky)

## Social

Tram Museum Society, Bowls Club, Cricket Club, Footy club, She Shed, San Chi Kai Karate club, Launceston Karate club, 1Tiger Bus - free route, Salvos, Park Run x 2, North Esk rowing club and function centre, Doggy Day care - yours4paws, Dog obedience/training clubs, Soccer club/soccer at the park, Auskick, Grammar Rowing club, Churchill Park, Utas Stadium, Beta Park Bouldering (rock climbing), Migrant group e.g. Nepali Society MRC community group, community gardens at Utas, community dancing, Dragon Racing Club, Tas Dance Stompin Annexe, dog show, Interweave Arts, Esk Market, St Pats Rowing club, St Finn Barrs Church, Russell Street Studio, Pottery Shed, New basketball courts at Inveresk, Buddhist Centre, Vinnies food and clothing van, walking groups, Fit and Kicking, Remade, meditation/mindfulness Utas, North Launceston Football Club, Friends of QV Mag, Beta Park - Orphans Christmas, Star Theatre film society


Sawtooth Arts, Tramshed volunteers, Tom Strickland Award NTJSA, Facebook group, NYE event @Utas Stadium, Star Theatre, Invermay Primary School, Harmony Day, Christmas/Easter/Halloween, Mona Foma, Daw Ali, improvised music association, Interweave Arts, BOFA, Buddhist Centre, multi-cultural shops, Utas Stadium, free parking, Me Wah Restaurant, proximity to CBD, wharves/ wharries/blue collar pride, floods stories/cultural stories e.g. Riverbend, railway yards, flood level indicators, Park run





The key asset  
we need to  
discover is  
*"What people  
care about"*






# Discover what people care about

**"Everyone cares about something, and that passion is his or her motivation to act."**

**-Jody Kretzmann**





# Canadian Survey: Why People Volunteered

**82% of respondents said:**

**'because someone who they  
knew, asked them to do  
something they liked doing'**

## Jody Kretzmann



“Every living person has some gift or capacity of value to others. A strong community is a place that recognises these gifts and ensures they are given. A weak community is a place where lots of people can't or don't give their gifts”



# Paper & Sand by Chloe





# Paper & Sand by Chloe





# Paper & Sand by Chloe





# Paper & Sand by Chloe







# Kaikoura, New Zealand





# Bill Solomon





## Kaikoura Whale Watch



“For us and our children after us”

**"At the end of the day,  
you cannot possibly  
know what a community  
needs, until they first  
know what they have."**

**Cormac Russell**








## 5. Community WOW factor

**"You don't get a  
second chance at a  
first impression!"**















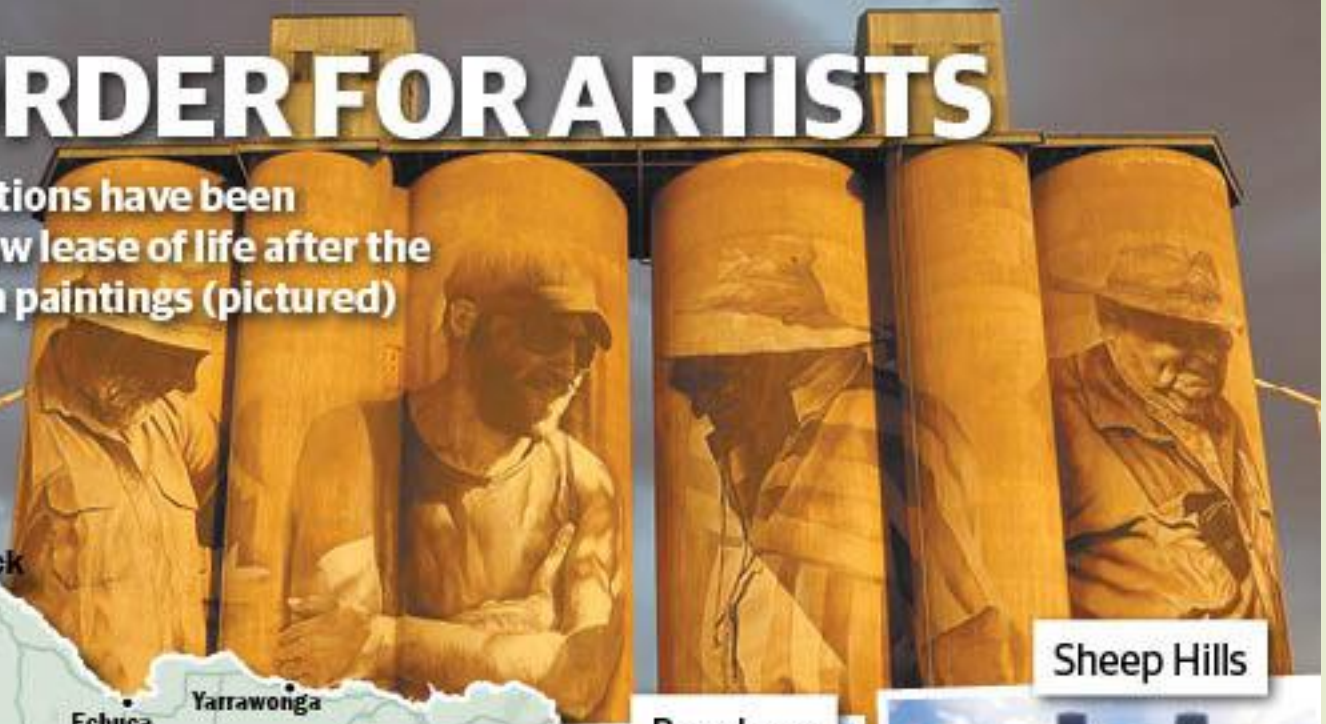






# TALL ORDER FOR ARTISTS

Five other silo locations have been earmarked for a new lease of life after the success of the Brim paintings (pictured)

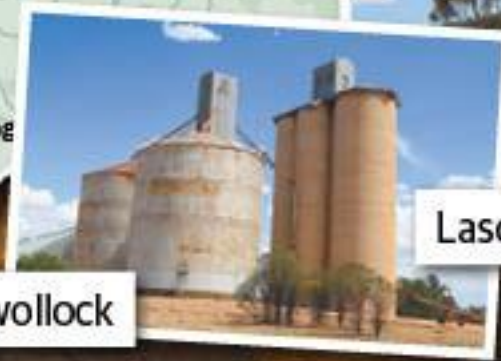


Sheep Hills

Rosebery



Lascelles



Patchewollock



Rupanyup











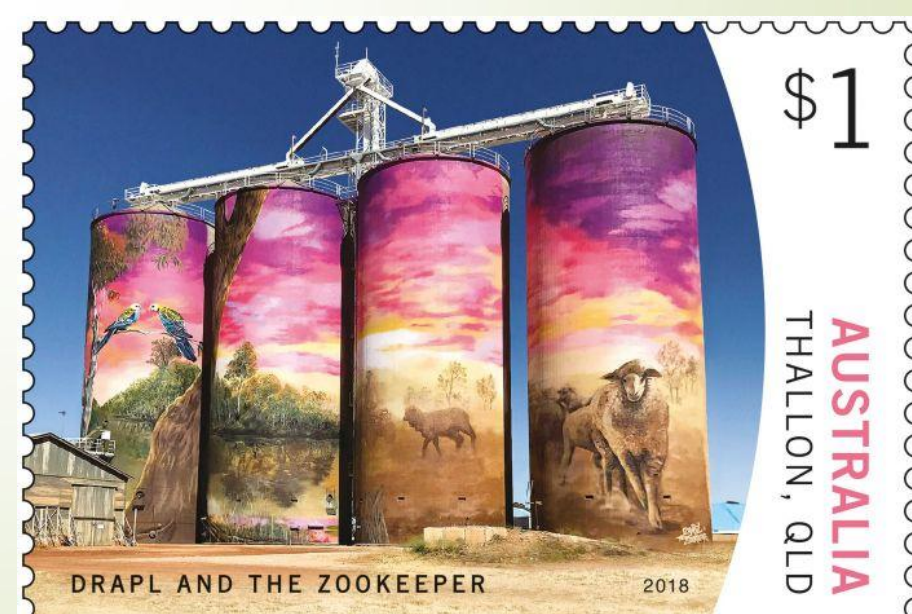
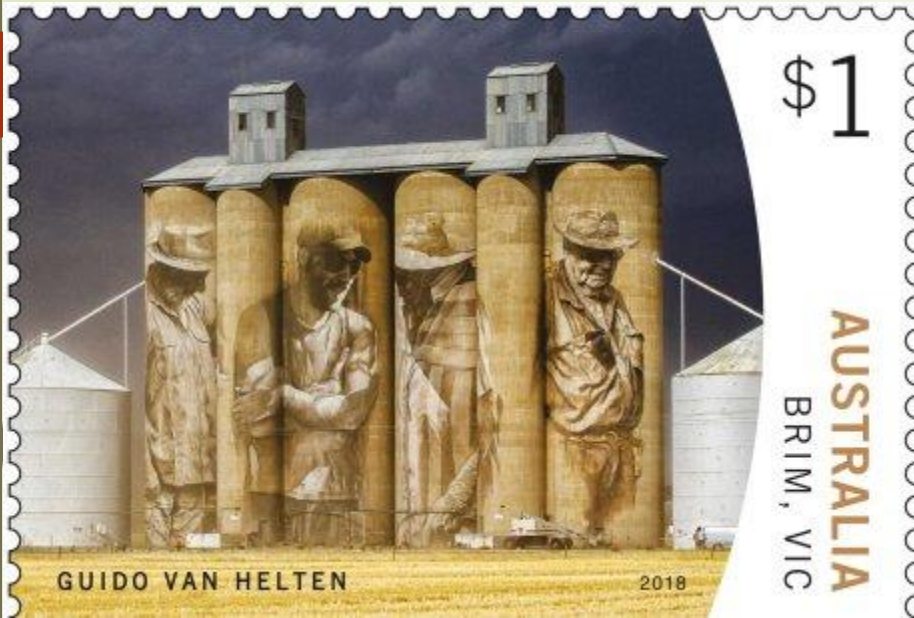












## 6. Lifestyle Appeal

*"People in cities are seeking the values small town folks never lost. The wholesome small town is still there! The vision of "Main Street" brings back nostalgia, a sense of community, basic moral values, concern for others, friendly people, accessible city government and involvement in community life"*

*-Robert Schively*





What so many young families are looking for-

The rural village community life which offers a safe and family-friendly lifestyle and a supportive environment to develop their entrepreneurial aspirations.

## Interesting Fact:

**According to ESRI Research, a new resident brings US\$50,000 to US\$70,000 in new consumer spending.**





# Critical Lifestyle Issues

- Good cake and coffee
- Community bumping spaces
- Childcare and early education education options
- Young Mum support and activities
- Housing
- Shopping
- Recreation options
- Child and youth facilities and activities
- Health services
- Ability to age well

## 7. Support for entrepreneurial aspirations and initiatives

*"Right now, in your community, at this very moment, there is someone who is dreaming about doing something to improve their lot. If we could learn how to help that person to transform the dream into meaningful work, we would be halfway to changing the economic fortunes of the entire community"*

-Ernesto Sirolli





# Canterbury Earthquakes, NZ



GETTY IMAGES



# **MINISTRY OF AWESOME!**

**Ministry of Awesome exists  
to water the seeds of  
awesome in Christchurch!**







# Awesome Ottawa

Awards a \$1,000 grant every month, no strings attached, to forward the interest of awesome in the universe



# Ingredients of a Strong Community

- Local leadership
- Engaged and connected community
- Positive and can-do community mindset
- Asset and opportunity obsession
- Community WOW factor
- Livability appeal
- Support for entrepreneurial aspirations and initiatives



# Margaret Mead



**'Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has.'**



**Coffee Break**