

Sustainability, Partnerships & Funding

Securing & stretching the funding dollar

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With reference to Dr David Adams, Adjunct Professor of Management,
University of Tasmania visiting Fellow,
Asia Pacific School of Economics & Governance, ANU.

What drives community partnerships?

Why would an organisation partner your own?

- Need
- Desire to improve, make a difference
- Greed
- Political necessity
- Ideology
- Sustainability
- Mutual respect
- Gratification

How can they make a difference? How can partnerships add value?

For the flexible learning option

FISCAL

- Increase income
- Reduce expenditure

INNOVATION

- Increase knowledge, skill base
- Increase spread of influence

STRENGTH

- Anchor position in community
- Increase perceived value

How can they make a difference? How can partnerships add value?

For the community partner

FISCAL

- Increase access to potential income
- Reduce marketing expenditure

INNOVATION

- Increase knowledge, skill base, shared expertise
- Increase spread of influence, access to community

STRENGTH

- Anchor position in community (good corporate citizen)
- Increase perceived value (triple bottom line)

Who can your organisation form positive partnerships with?

- Geographic Place – eg neighbourhood
- Identity – eg schools, industries
- Transient / mobile – part-time/full-time
- Professional
- Spatial
- Interest, etc

Do Community Partnerships have a life of their own?

Some old community partnerships are declining

For example:

- Council Wards, or Streets
- Unions & Guilds
- Family bonds (strong ties)

But new ones are emerging, for example:

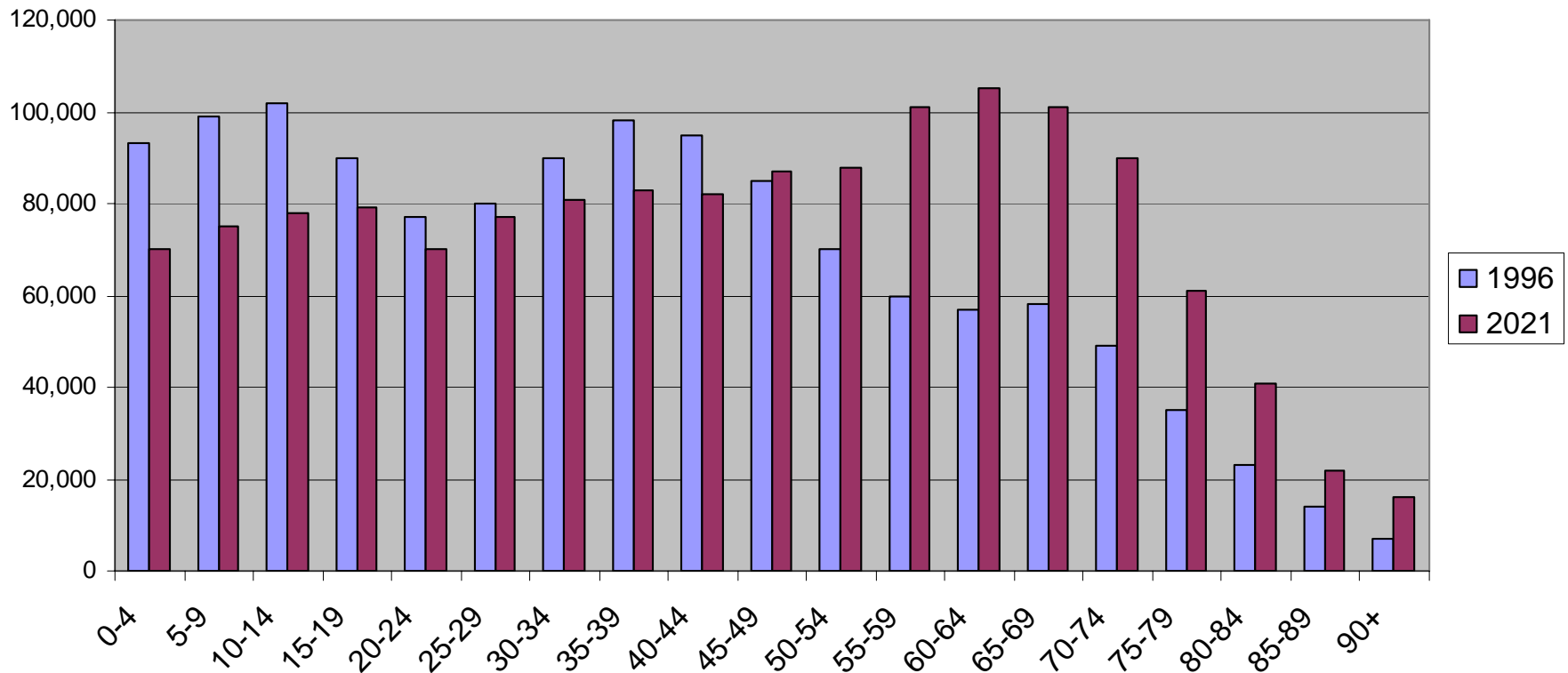
- SMS texting community, Blogs
- Communities of Practice
- Business/Educational Groups (LCP's LLENS)

Principles of Partnership

- Mutual benefit and mutual risk is essential for a working partnership.
- Financial gain is only one element in partnership. Participation & networks are important to foster an individual organisation's strength and innovation
- If we understand community strength and what drives it we can make it work for us
- 'Governance' is important in developing a strong partnership

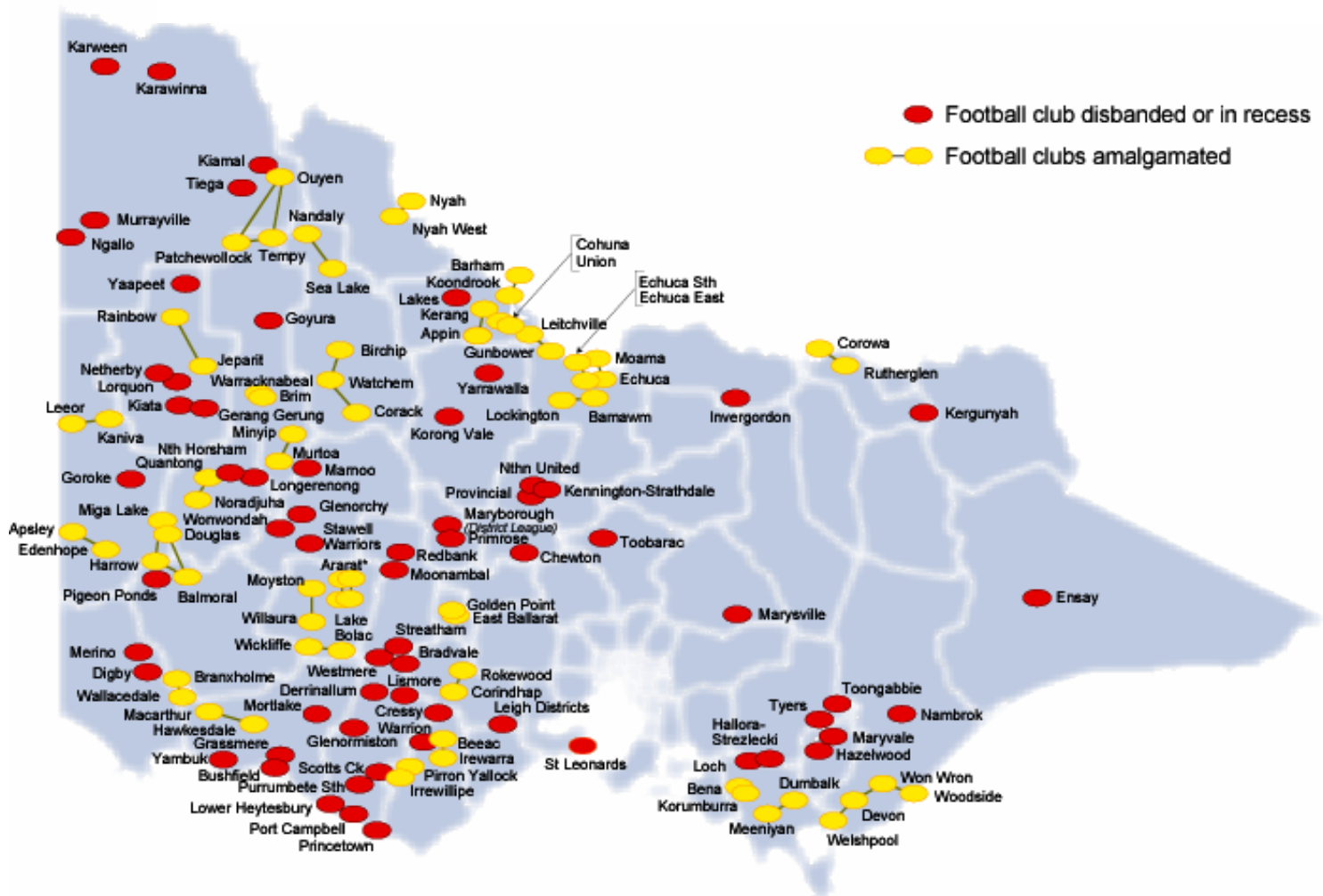
Partnerships cannot afford to ignore volunteers

Projected age structure of regional Victoria, 1996 and 2021



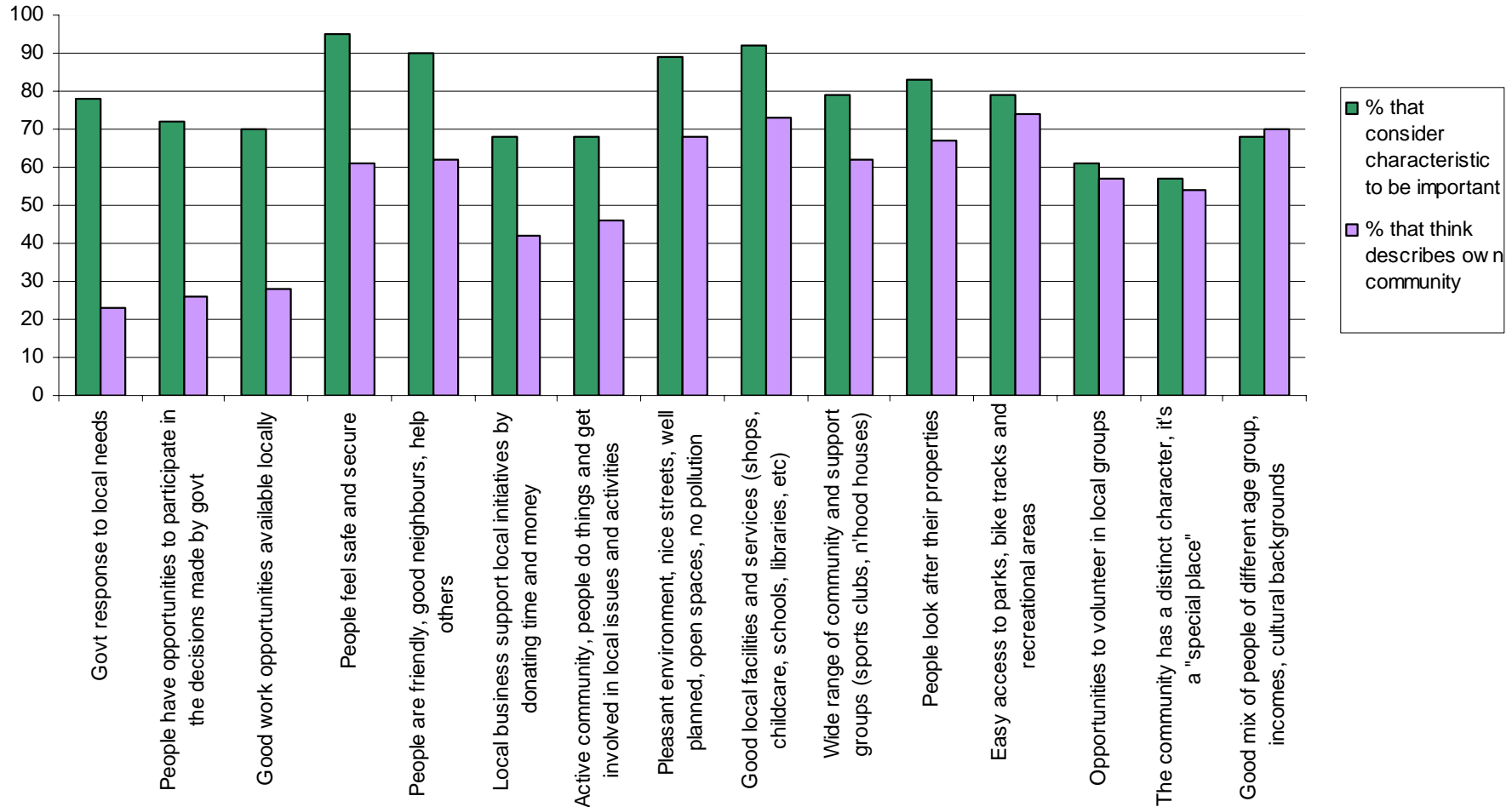
Partnerships can't ignore demographic trends

Localities which lost or amalgamated their football clubs between 1981 and 2001



* Miners-Caledonian = Ararat United
St Marys-Prestige-Trinity = Ararat Eagles

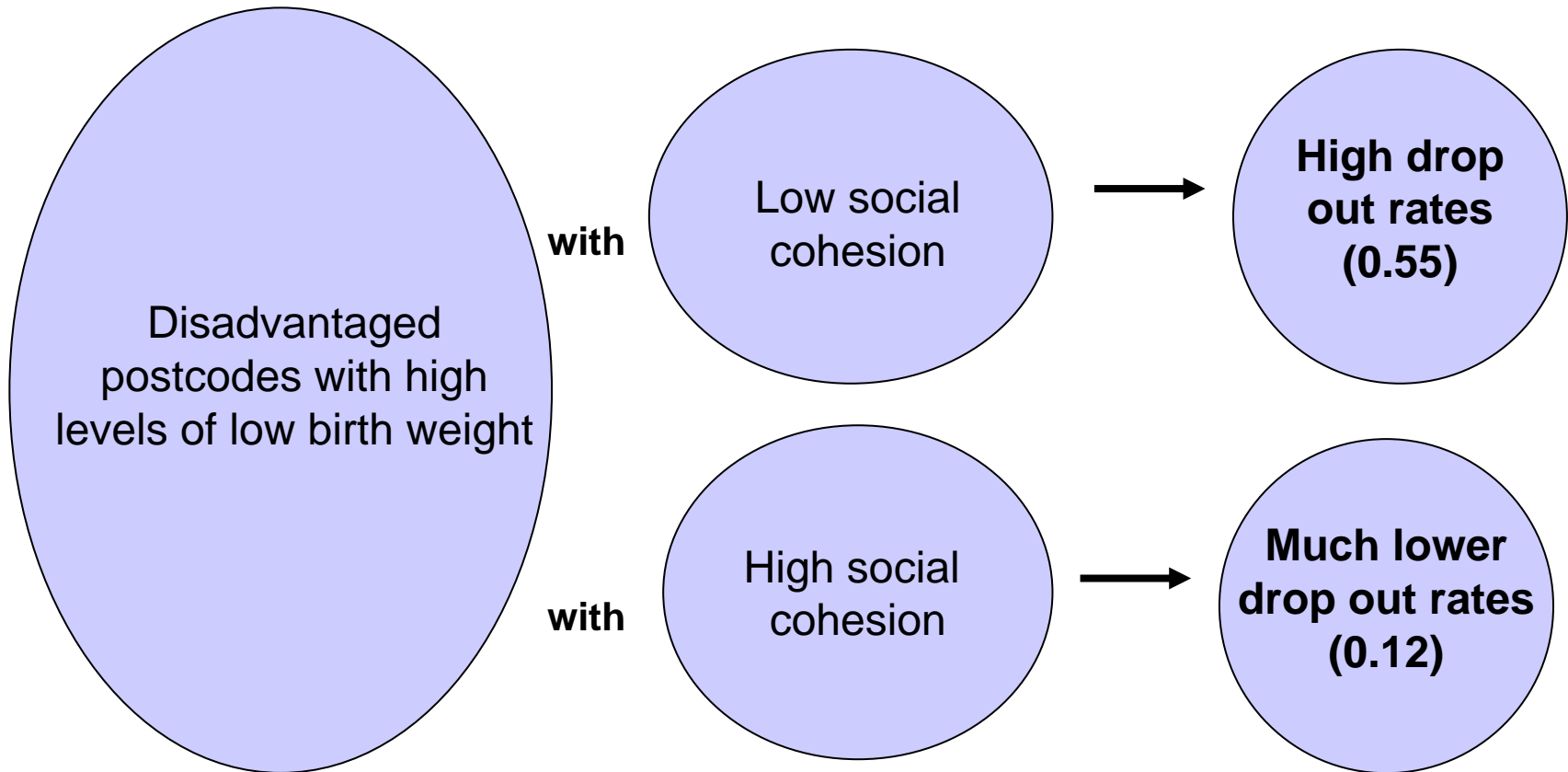
Gaps between what people value & their community can be utilised in forming mutually beneficial partnerships



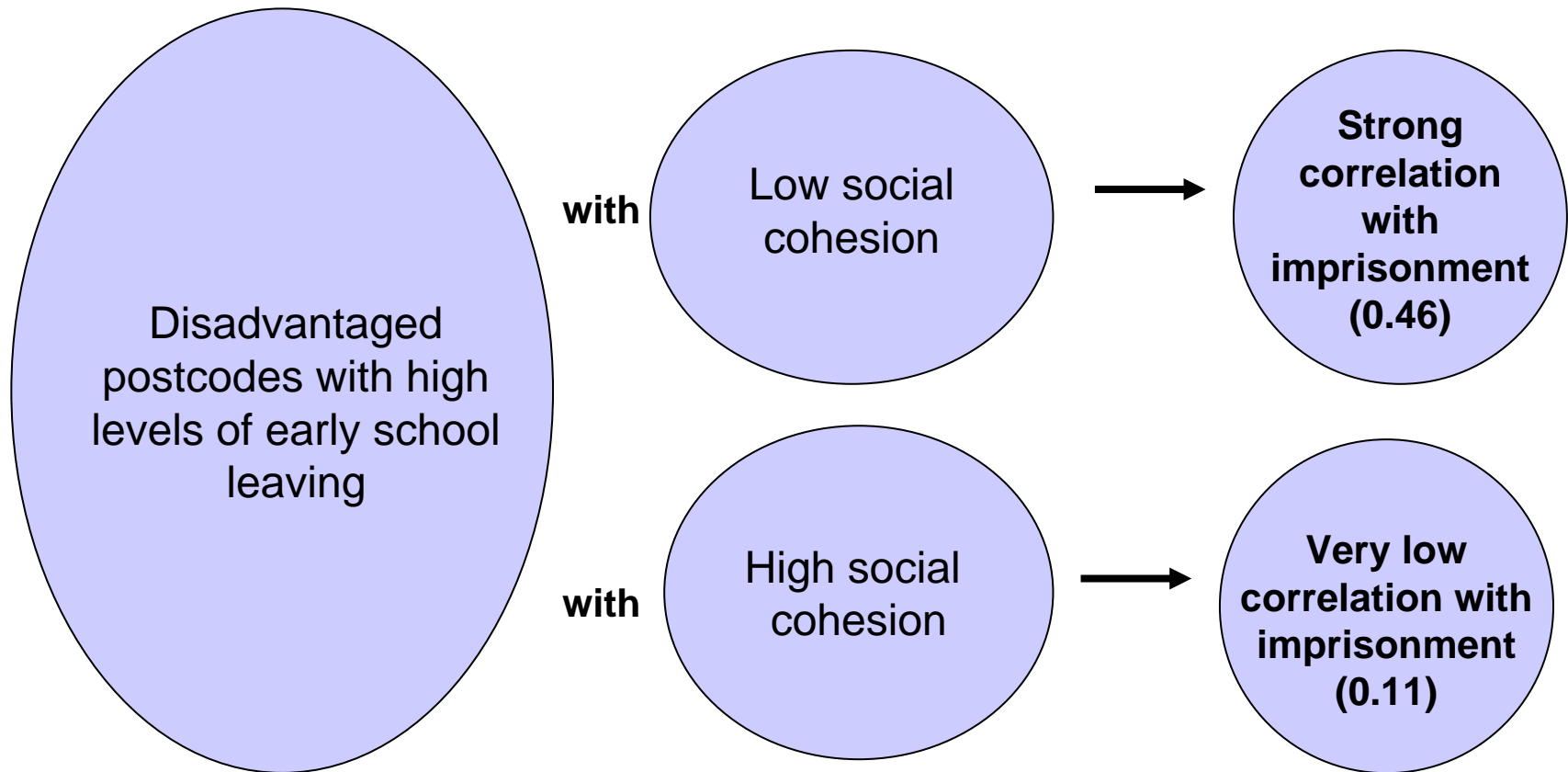
Source : 'Indicators of Community Strengthening at the LGA level' (DVC 2005)

Evidence about how community partnerships can make a difference can be used to encourage participation

Community strengthening interventions drive a wedge in the cycle of disadvantage

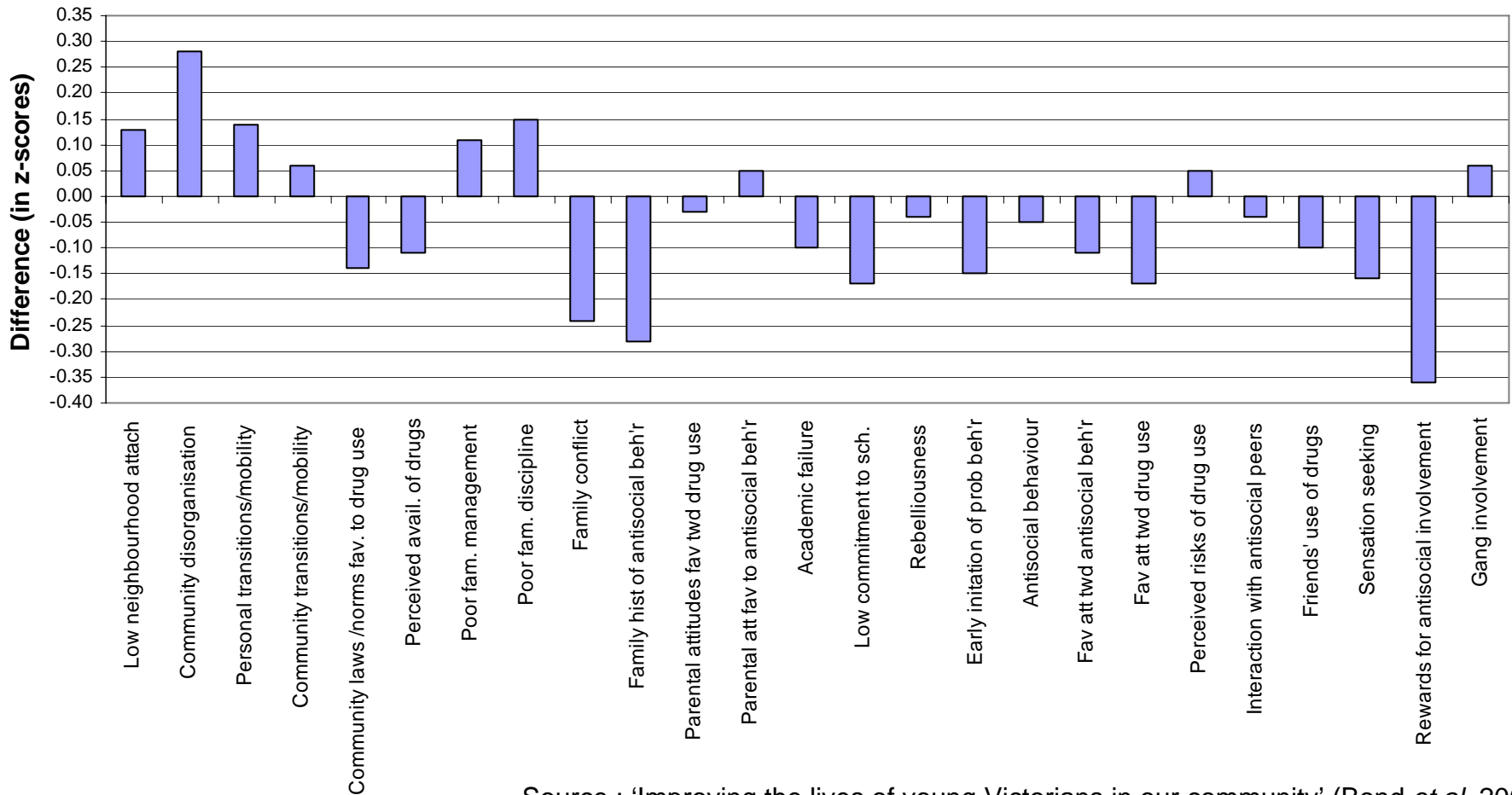


Community strengthening interventions drive a wedge in the cycle of disadvantage










Strong community partnerships can have an effect on strengthening families

Elevation (or reduction) of risk factors for Yarra students compared to the State mean



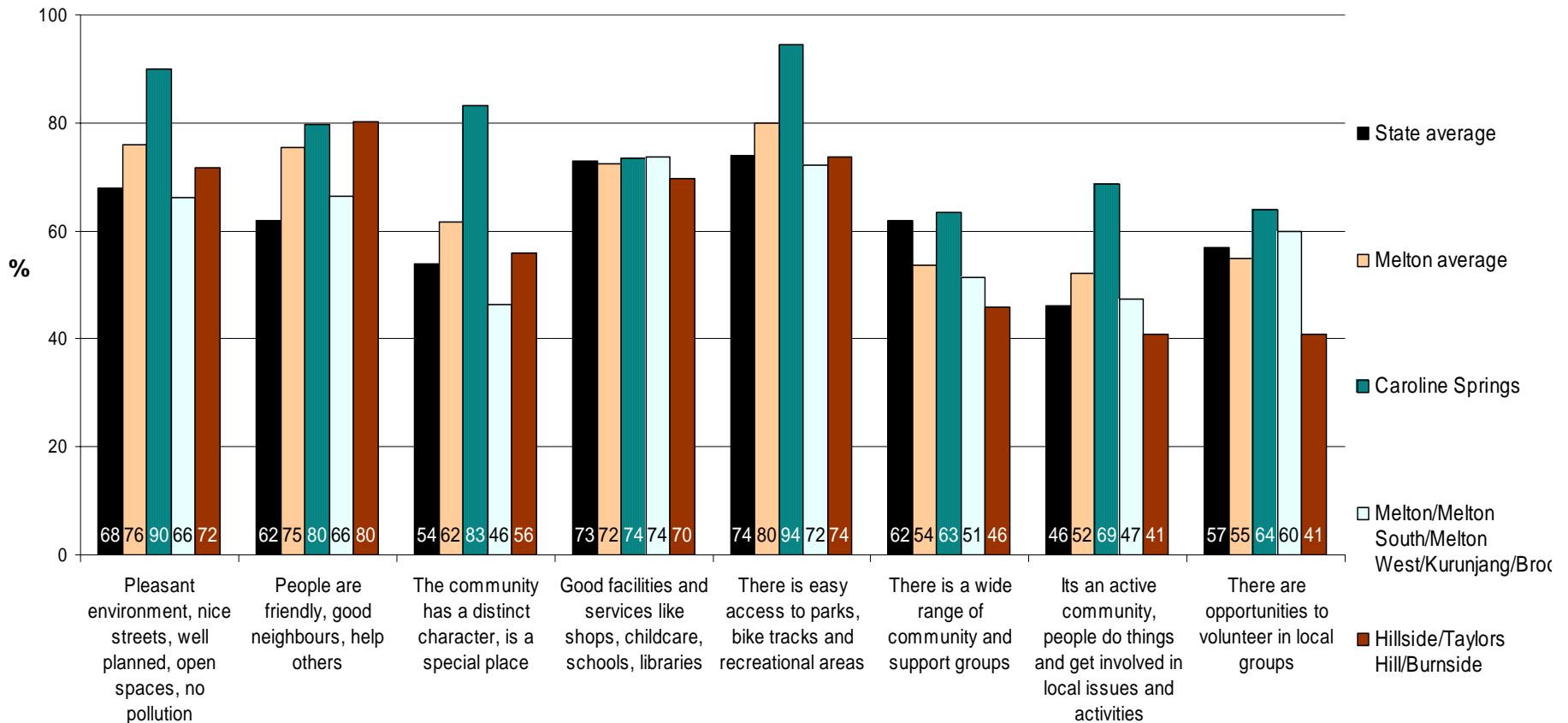
Source : 'Improving the lives of young Victorians in our community' (Bond *et al.* 2000)

Images of community strength

Attitudes to community life	2001	2004	
Feeling safe on the street alone after dark	55%	61%	
Feeling there are opportunities to have a real say on issues that are important	36%	46%	
Feeling valued by society	42%	53%	
Feeling multiculturalism makes life in the area better	57%	66%	
Enjoys living among people of different lifestyles	69%	74%	
Participation	2001	2004	
Volunteers (yes)	21%	23%	
Volunteers (yes and sometimes)	32%	31%	
Is a member of an organised group – sports, school, church community action or professional group	68%	63%	
Is a member of sports group	29%	29%	
Is a member of school group	15%	16%	
Part of a group that has taken local action on behalf of the community in the last twelve months	33%	39%	
Attendance at a community event in the last six months	45%	50%	
Ability to get help when needed	2001	2004	
Can get help from friends family or neighbours when needed	92%	93%	
Could raise \$2000 in two days in emergency	79%	82%	

Increasing community strength is a powerful selling point to partners & funders

Figure 4. Attitudes to the areas' characteristics, Melton compared to the metropolitan average, 2005.



Indicators matter to potential partners only when....

- Easy to understand
- Only a few 'valued' ones
- Resonate with people's life experiences
- Point to a policy action
- Link cause & effect
- Link values and attitudes to behaviours

Developing a Blueprint for the development of a partnership

- What are 3/5 indicators of the benefits of a strong community partnership between your organisation and the potential partner?
- How would you know if you'd achieved them?
- How could this partnership stretch your funding dollar?
- What systems of governance will support this partnership?