

ST ARNAUD COMMUNITY PLAN

Engagement Summary Report

JUNE 2020



Background

Community Plan Process

Engagement objectives and approach

Community workshops

Engagement outcomes

Background

St Arnaud's development commenced with the gold rush of 1850. Originally named the New Bendigo Goldfield, the settlement was renamed St Arnaud shortly after, honouring the commander of the French Forces in the Crimean War - Jaques Leroy de St Arnaud - Marshal of France and a senator. He lies buried in Les Invalides in Paris, along with Napoleon. Many streets in the town are named after British military leaders involved in the same war.

Over the years, modern facilities have been subtly introduced to the town, without detracting from the old world character and charm associated with its past history. Like other towns born in the gold rush,

The St Arnaud Community Plan 2009 - 2013 was developed throughout a participatory process where the St Arnaud community articulated a vision, priorities and actions to achieve positive change to enhance the wellbeing of the community. This plan was used to drive change across community, economic and environment priorities.

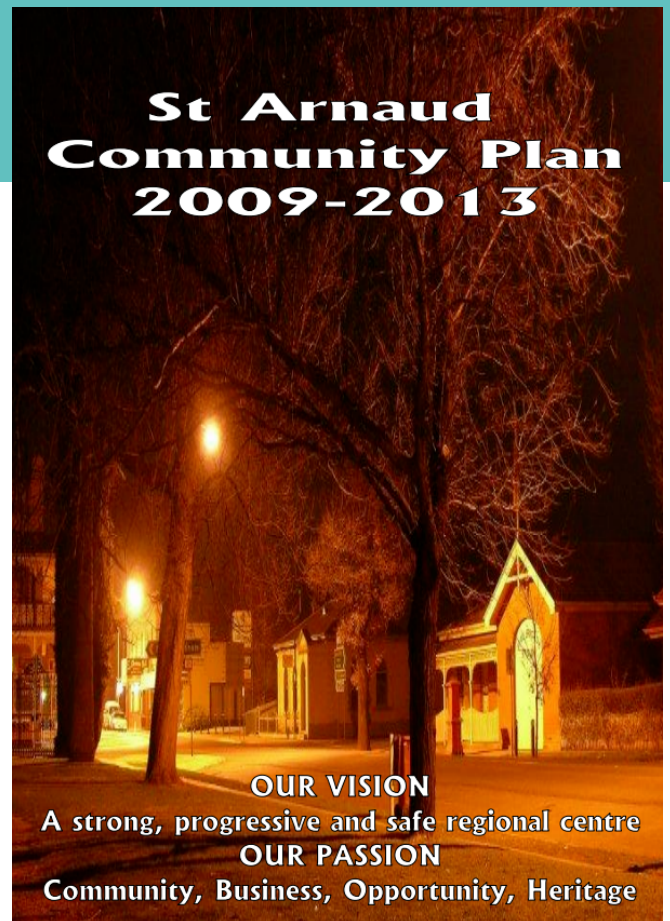
In 2019 both Council and the community identified the need to develop a new St Arnaud Community Plan. This document is the summary engagement report that informs the St Arnaud Community Plan .

Many thanks to the St Arnaud Community Action Network for partnering with council to design, guide and support the collaboration.

St Arnaud is richly endowed with solid civic buildings, hotels and stores lavish with cast iron lacework. Another unique feature of the town is the bushland which completely encircles it, providing habitat for many native animals and plants.

Gold detecting areas still remain close to the town. The St Arnaud area is also surrounded by wonderful wetlands, rivers and lakes including Teddington Reservoir, Avoca River, Lake Batyo Catyo, Lake Wooroonook, Volcano Reservoir, Lake Jil Jil and Walker's Lake.

St Arnaud Community Plan 2009-2013



Community Plan Process

Engagement Design

Council and community members designed the engagement process to inform the Community Plan

Sept
2019



Community Workshops

A community workshop series included idea creation, priority setting and capacity building in leadership and project management

Priorities & Projects

Refine priorities and drive key projects designed throughout the community workshops



Oct - Dec
2019

Community Feedback

Launch the draft community plan and seek feedback from the community



Jan - May
2020



Draft Community Plan

Draft community plan developed and explore communication methods to share the plan and projects

Share project updates and encourage new ideas

June - July
2020

Explore, test and try new projects.

Council Endorsement

Refine the plan based on community feedback



Council endorsement of the St Arnaud Community Plan

Shared Ownership & Responsibility

Continue to define, discover, dream, design & deliver on the community priorities within the St Arnaud Community Plan

Aug
2020

Continued support for council led and community led projects



Engagement objectives and approach

Objectives

During the process of engagement design council, in partnership with community members, determined four key objectives:

01 To develop a positive partnership between councillors, council staff and community members

02 To create inclusive and meaningful opportunities for participation

03 To use engagement outcomes to inform the draft St Arnaud Community Plan

04 To include capacity building for community members to help lead the implementation of the community plan

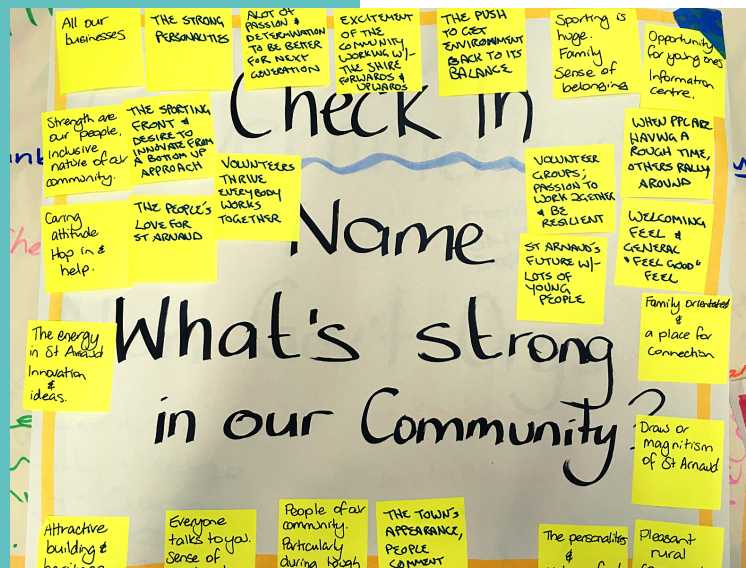


Approach

The engagement approach selected to achieve the key objectives was Asset Based Community Development over three participatory building sessions and one visioning session.

With the intent of capacity building for sustainable community led community development, the focus on these workshops was strengths, rather than deficiencies, effective partnerships, group facilitation and project planning.

A powerful process for St Arnaud to define, discover, dream, design, deliver.



Community workshops: values & principles



This scribed image captures the conversation of participants throughout the visioning workshop

More than 60 community members participated in three community building workshops and one community visioning session to identify and unlock local skills, assets and abilities to drive the vision for the Future Story of St Arnaud.

These workshops were held in October and November 2019, with an open invitation to all community members to participate. Councillors and council staff attended as participants.

Participants learnt new skills in facilitation, project management and had space to share and grow ideas. Many stepped forward to take action on their idea, and found like minded community members to join them.

Workshop participants identified key community values and principles that underpin the strength of the community.

Community Values

- An inclusive community, that demonstrates equality and equity
- An open mind to accept change
- Protection of heritage and history
- Support for local business and employment
- A drive for innovation and economic growth
- A safe community

Community Principles

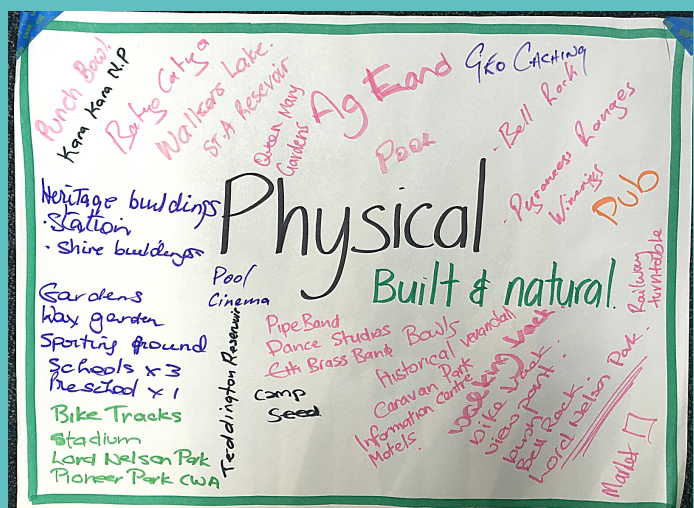
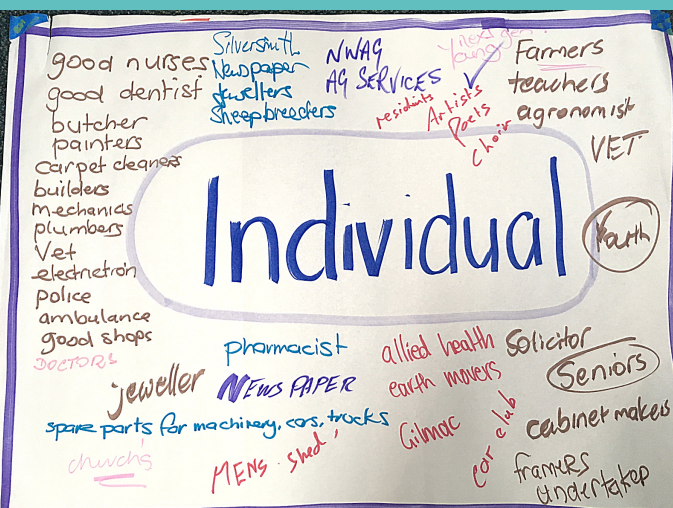
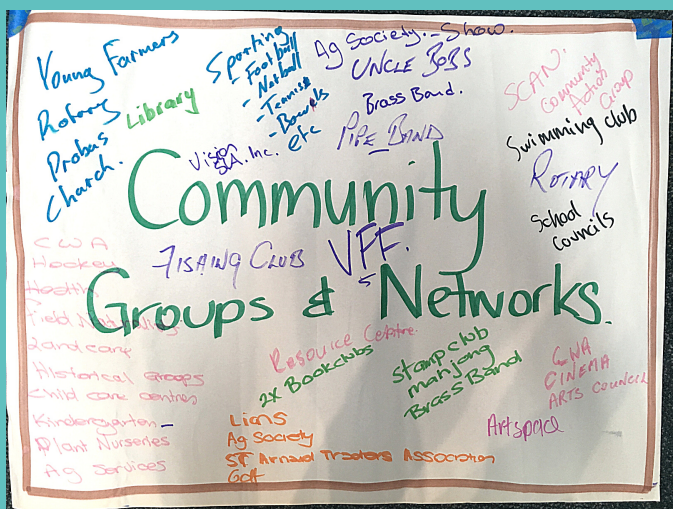
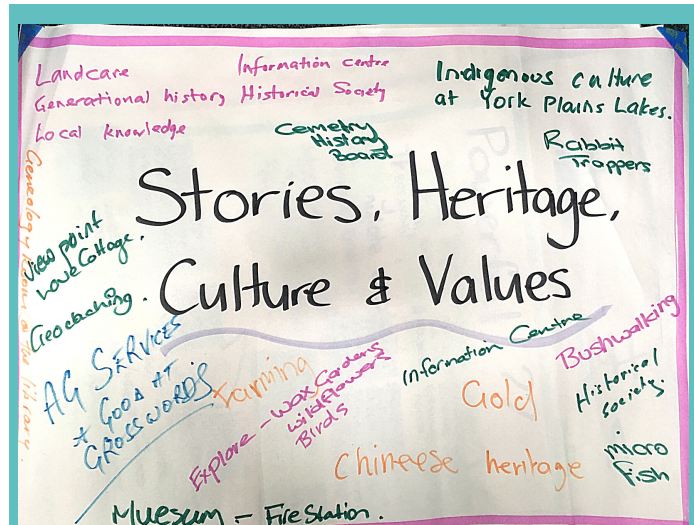
- Listen with attention, speak with intention
- Be involved, own it together
- Collectively problem solve
- Communicate openly
- Celebrate achievements
- Collaborate and partner, better together
- Use what we have efficiently and effectively
- Be bold, think big

*"Listen with attention,
speak with intention"*

Community workshops: community assets

Workshop participants undertook a speed round of identifying the existing assets within the community. Within just six minutes, assets were identified across the environments captured in the photos below. These assets form and influence the priorities and community actions to be included in the community plan.

The high number of community groups and networks - more than 70 identified - highlighted an opportunity for conversation on how the community may operate with a reduced number of groups, or how these groups can coordinate and collaborate for collective action in the community. That is, groups working towards the same goals - potentially driven through the St Arnaud Community Plan.



Community workshops: community roles and requests

Participants undertook an activity that identified the role of community, Government and service providers. The summary below highlights the power of the community to drive community wellbeing, and considerations requested to Government and service providers to support the community in leading change and action.

Things only the community can do...

- Rally themselves for a call to action
- Identify local priorities and issues
- Create community led leadership
- Run clubs, sports groups, business and volunteer groups
- Provide volunteering services
- Reach out to neighbours

Things the community might need help with...

- Advocating for local ideas into action
- Understanding the non-negotiables
- Quantifying local data sets & community profiling
- Linking local solutions to an evidence base
- Grant seeking
- Projects that include tourism, wayfinding, signage, marketing, promoting
- Event management
- Linking with the 'bigger picture'

Things only Government or services can do...

- Supporting local community with legislation and policy
- Positive feedback to the community
- Consistent communication from Local Govt
- Permits and permissions under regulatory frameworks
- Lead with a 'glass half full' approach

Things Government or services should stop doing...

- Saying 'no' without an explanation
- Slow response to regulation and enforcement
- Ignoring local voice
- Reduction of services

Community workshops: project design & discover

Through an Open Space Market Place opportunity, community members stepped forward, pitched their ideas to the group as the project leader - to commence the design and discover process.

A key element of pitching project ideas is that to commence this process, a community leader takes ownership of the project, this is not a 'pitch the idea for someone else to lead' process. A powerful principle to create community action where there are many community leaders.

Projects explored by community leaders throughout this process included:

Enhancing Tourism

- showcasing St Arnaud
- wayfinding
- visitor experience

Community Foundation

- grant making
- social enterprise
- social procurement

Community /
Tourism
Magazine

St Arnaud
Film & Music
Festival

Street & Silo Art

Recreational
Water Strategy

Enhancing local history

- Lord Nelson Mine project

Community leadership,
coordination and
collaboration

Community workshops: priority themes

During the Sense Making activity, participants drew on the community values and principles, community assets within St Arnaud, community and Government roles and responsibilities and the evolving projects to define the priority themes for the St Arnaud Community Plan. Four main themes evolved...

Place



- Green spaces
- Arts & Culture
- Inclusive and welcoming
- Accessibility and connectivity
- Tracks and trails
- Lakes and waterways
- Cultural heritage and history
- Streetscapes

Community, Services and Facilities



- Supporting health services
- Community transport
- Transport connections
- Sporting precincts
- Education
- Opportunities for young people
- Plan for ageing population
- Intergenerational initiatives
- Digital technology for service provision

Economy



- Supporting the agriculture industry
- Land use planning - industrial, agricultural
- Social procurement
- Small business support
- Community economic literacy
- Investment attraction strategy
- Tourism and visitor experience
- Digital technology

Environment



- Self sustaining St Arnaud
- Circular economy
- Waste innovation
- Renewable energy
- Food systems
- Local produce
- Water management

Community Workshops: how we share

Communication & collective action

Participants identified the communication channels that exist within the community and opportunities to improve communication and collaboration to enhance community action - projects, events, initiatives, programs.



01

Utilise existing community communication channels:

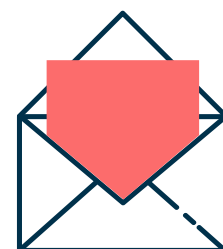
- community noticeboards
- school newsletters
- community newsletter
- community facebook pages



02

Utilise the North Central News for:

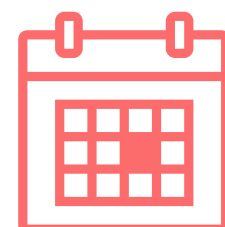
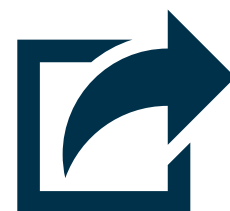
- consistent communication from local government
- share project updates
- invite the community to participate
- communicate the progress of the St Arnaud Community Plan - celebrate achievements



03

Community building and participation:

- Pop up opportunities to speak and connect
- Host events with inspiring and innovative guest speakers
- Invite groups and individuals to participate
- Share the St Arnaud Community Plan across the community - keep the plan alive, agile and action driven
- Identify community leaders to support communication, connection and coordination across community groups and organisations
- Create partnerships between business and community groups
- Share resources openly
- Further training in community project planning, management and funding attraction skills



Engagement outcomes

The Asset Based Community Development approach to engagement, capacity building and relationship building enabled a strengthened relationship between council and community members, and provided a process to acknowledge local assets, skills and resources available to mobilise for collective action.

The four themes drawn from the visioning process have been further explored through targeted engagement opportunities including a review of councils strategic work, interviews with key stakeholders across sectors and industries, and discussions with community members that attended and did not attend the workshop series.

The next steps are for council to draft the St Arnaud Community Plan to share with the community.

Council and community will test and trial various communication methods to share the Plan, project updates and further community leadership opportunities.

01 OUR PLACE

02 OUR COMMUNITY, SERVICES AND FACILITIES

03 OUR ECONOMY

04 OUR ENVIRONMENT

ST ARNAUD

COMMUNITY PLAN



OUR PLACE

OUR COMMUNITY, SERVICES + FACILITIES

OUR ECONOMY

OUR ENVIRONMENT