



Ravenswood

ABCDE Learning Site Report 2018

Contents

Introduction	3
Mayor's Message	3
My Place My Future connection	4
About the Learning Site approach	5
Ravenswood Community Connector	6
Community Builders	7
Consultation and Engagement	8
ABCDE Learning Site briefings	8
Beaconsfield Youth and Community Festival	9
Celebrating Seniors Morning Tea and Information Session	9
Ravenswood Adventure Park Community Consultation	10
Who we worked with and the people we reached	11
Starting Point Neighbourhood House	11
Community Housing Limited (CHL)	11
Ravenswood Community	12
Community Projects	14
Pioneer Garden	14
Ravenswood Sign	16
Ravenswood Reporters	17
Catch up with Costa	17
Planning and Development	18
Ravenswood Adventure Park: Stage One Open Day	18
Where to next?	19
Community Stakeholders and Acknowledgements	19

Introduction

Throughout 2018, the City of Launceston has been in collaboration with an international community engagement agency known as the Bank of I.D.E.A.S.

The goal of this partnership was to identify the needs of those specifically living within the Ravenswood region. Throughout the collaboration, City of Launceston adapted a strategy created around asset-based community driven efforts (ABCDE), which was adapted and implemented to develop a Learning Site in the heart of the Ravenswood community to benefit those living within the area.

As one of the first local governments to embrace this strategy based approach, the City of Launceston has worked with local leaders within the Ravenswood community to identify, connect and mobilise their resources in order to take action, make positive change and directly shape their own community's future.

City of Launceston will continue its commitment to the Northern Suburbs region as a result of the signing of the Launceston City Deal with Tasmanian and Australian governments.



Mayor's Message

I am pleased to deliver the City of Launceston's Northern Suburbs Revitalisation Project - Ravenswood ABCDE Learning Site Report. The report presents our ongoing commitment to ensuring members of our community are respected, listened to, bring new perspectives and know they all play a meaningful role in our community.

The report is also reflective of City of Launceston's commitment to the Northern Suburbs region which is a key component of the Launceston City Deal.

The Launceston City Deal is a strategic partnership between local, state and federal governments and aims to position Launceston as one of Australia's most liveable and innovative regional cities through a range of governance; city planning and regulation; infrastructure and investment; jobs and skills; innovation and digital opportunities; liveability and sustainability and housing.

City of Launceston commends the work of the Ravenswood community in actioning campaigns and projects. Their commitment has been influential in informing and advising both local government and the broader community about what affects them, and this information is utilised to create future prosperity in their suburb.

Albert van Zetten
Mayor
City of Launceston

My Place My Future connection

The Northern Suburbs Revitalisation Plan (recently rebranded as *My Place My Future*) is a commitment within the City Deal agreement, a strategy directed by the City of Launceston, to support renewed economic growth and employment opportunities specifically within these suburbs.

The City Deal is an agreement between federal, state and local government groups that includes a number of actions and commitments to be met each year for the Northern Suburbs.

The City of Launceston will deliver the *My Place My Future* plan in alignment with the objectives of the broader Regional Economic Development Strategy, detailed in the Greater Launceston Plan (GLP).

Through the development of the Ravenswood Learning Site, Council Officers were able to consult the community about topics such as lifestyle, social activities and work opportunities throughout the Northern Suburbs to assist in the direction of the *My Place My Future* plan.

The Rocherlea (2017) and Ravenswood (2018) Learning Sites have been instrumental in laying the groundwork for building trust and connections between communities within the Northern Suburbs and the City of Launceston, resulting in a positive impact on the consultation for the *My Place My Future* plan.

Both projects are complementary in nature and support the work for the community at a grassroots and planning level.

The relationships with community members that have been built as a direct result of the Learning Sites continue to create a positive impact on the *My Place My Future* plan. The connections and relationships built through these initiatives can be notably recognised through community consultation activities, and outcomes, led by the *My Place My Future* plan.

The *My Place My Future* Plan is the beginning of a journey towards engaging everyone within the Northern Suburbs, and the City of Launceston, to work together to develop and implement solutions for communities that are sustainable into future years.



Community consultation launch

It will focus on Invermay, Mowbray, Newnham, Mayfield, Rocherlea, Waverley and Ravenswood on key areas that support a community. Areas of focus include; health and wellbeing, housing, education, transport, employment, economic growth, along with infrastructure and public spaces.

Three levels of government and community partners will work together to deliver the agreed actions outlined in the *My Place My Future* plan - with the aim of developing numerous exciting opportunities for community engagement and growth within the Northern Suburbs.

About the Learning Site approach



I vividly remember my introduction to the community of Ravenswood, and its amazing residents. The setting was a 'Cafe Conversation' Workshop being held in the facilities of the local school. The passion, commitment and creativity of local residents was in full flight and exceedingly tangible - so many practical aspirations and ideas about what they wanted to retain, change and start in their neighbourhood, and the focus was consistently on their leadership and community driven initiatives to make them happen. It was such a wonderful demonstration of the words of Margaret Wheatley - *"There is nothing more powerful than a community discovering what they care about"*. Subsequently, as this Report illustrates, the community of Ravenswood has designed and instigated so many of those aspirations and ideas over this last year.

The community of Ravenswood has provided a wonderful neighbourhood change example of what we mean by Asset Based Community Driven Efforts (ABCDE) - through conversations that have focussed on "what works, what have we got, what's possible and who cares?" as opposed to traditional community development approaches that begin with "What's wrong and broken, and what service from outside can fix it", Ravenswood community members have identified, connected and mobilised their assets and collectively as residents and community groups have created positive change for their neighbourhood. Their motivation and actions provide a wonderful role model for other communities across the country.

Well done Ravenswood, and kudos to the City of Launceston and their committed and energetic Community Development staff for believing in, and supporting citizen inspired and driven initiatives.

Peter Kenyon
Bank of IDEAS



Ravenswood Community Connector



An Interview with Brett Mansell

What benefits of the Learning Site in Ravenswood do you see?

I realised how talented the residents within Ravenswood actually were. I think the Learning Site reinforced the great work they were already doing but also helped their confidence grow further and develop into new community-driven initiatives. The Learning Site has helped them to believe that they can do things.

How did your role assist the community throughout the Learning Site?

My role as Community Connector was largely focused on encouragement and reassurance at the beginning. I had to teach myself to step back from some responsibilities so residents felt they could take on their projects.

Once projects started to get going and the Community Builders were assigned to their projects they ran with it. My role then became more of a link between the community and the City of Launceston.

What part of being a Community Connector did you enjoy the most?

I always enjoy working with the community. What I enjoyed most was seeing residents 'render me useless'. They didn't need me in the end, they felt they had the skills to project manage independently and would just check in with me. I think that's always what you try to do in community development work and it was amazing to see it happen here in Ravenswood. I could assist people to help them make their community better. Residents are now always looking to the future asking me "where to next?" and "how can we make that happen?"

Community Builders

How did the community embrace the Learning Site?

The community of Ravenswood loved the experience. There is a lot of trust within this community and once they started to see results such as the storage container being placed at the garden, the momentum for what could be achieved started to build. There was increased community engagement and the builders such as Sharon and Peter were able to expand their projects to involve the broader community of Ravenswood.

Do you think the community will continue to take pride in their place and how?

I believe there is a lot of community pride in Ravenswood. A good example of that is the Ravenswood Sign, which is still intact. Residents also went to lengths on social media, leaving messages stating "don't damage our sign, a lot of people put effort into this". I think this is a good lead for the new Ravenswood Adventure Park and shows that people respect their community assets. I believe that from now on, the suburb will continue to become visually different to what it was in the past and in 12 months' time you will see more examples of community pride.

Has this experience benefited you professionally?

Absolutely, it opened my eyes to the back end of the work involved from a Council perspective. I'm someone who goes in and does things, I didn't realise the hoops we needed to jump through from a legislative point of view. It has been a great experience and one I would do again. When it first started I wasn't sure where it was going to go, but once we had the residents accepting two major projects (Pioneer Garden and Ravenswood Sign) that were achievable within the 12-month timeframe, I knew we were going to get things off the ground. The community learnt that not all ideas and projects require money. They learnt how to rely on the available resources and in-kind support that is available, and that has been essential in continuing the great work within the suburb.

The Community Builders are recruited through workshops and conversations with the nominated Community Connector for the region and are an integral part of the Learning Site and its success. Community Builders are key people living within the nominated area who are passionate about driving projects for the Learning Site.

Peter, Sharon and Mitchem became natural Community Builders, as well respected leaders, who are deeply connected to the Ravenswood community. They were able to individually engage and connect with volunteers to lead projects and keep the momentum going. Peter led the Pioneer Garden redevelopment, Sharon lead the Ravenswood sign project and Mitchem mobilised his youth connections to be involved in projects.



Consultation and Engagement

ABCDE Learning Site briefings

Throughout the first six months of the project the Bank of I.D.E.A.S Director Peter Kenyon facilitated workshops and briefing sessions about the ABCDE concept. This briefing consultation worked to engage both the Ravenswood community and the City of Launceston working group in a number of ways outlined below;

• ABCDE Community Gathering at Ravenswood Heights Primary School

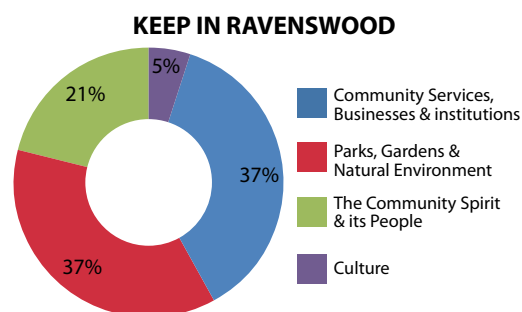
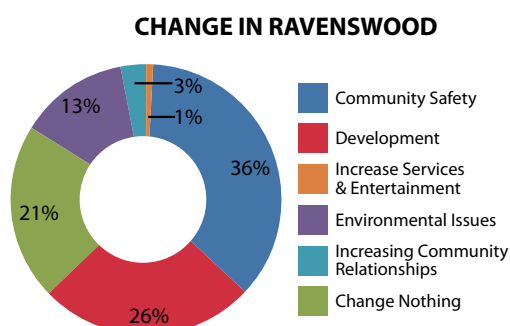
The community consultation revealed that local residents appreciate their community services, community programs, the friendly people within the suburb and its natural environment.

Residents highlighted local issues they would like to change in Ravenswood such as the negative publicity of their suburb and its existing reputation, along with community safety concerns relating to vandalism, aggression, bullying and hooning.

• Youth consultation workshop with Grade 5/6 Ravenswood Heights Primary School students

The consultation workshop identified that positive changes are in demand for elements of the community, such as; stronger focus on community safety, an increase of development in the suburb as well as a boost in available youth services and activities.

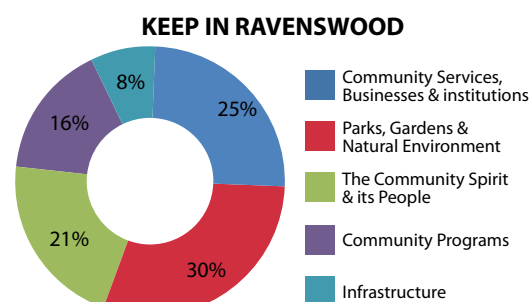
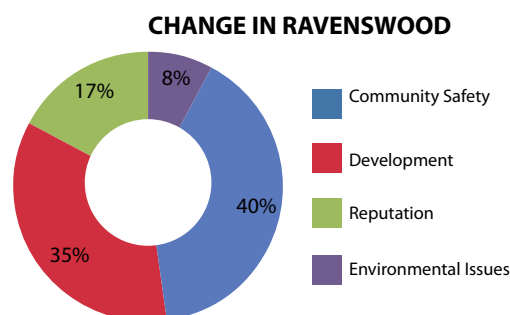
Students highlighted the value of current services, business and institutions available to them as well as the parks, gardens and community spirit in their suburb.



• Youth consultation workshop with Ravenswood Youth Health Group at Ravenswood Community Health Centre

Secondary students identified similar themes of valuing community services in the area, the immediate natural environment and the good natured spirit of the Ravenswood community.

One difference with the youth group at Ravenswood Community Health Centre was the desire to change the reputation of their suburb to the broader community.



After the briefing sessions occurred, the City of Launceston Community Development team worked alongside the Community Connector, Brett Mansell, to meaningfully engage and collaborate with the Ravenswood community on their identified projects and focus points as a result of the consultation.



Beaconsfield Youth and Community Festival

During the April 2018 school holidays, a Youth and Community Festival was held in Beaconsfield. The City of Launceston arranged for a bus to transport young people to and from the event. Several young people from Ravenswood travelled together with members of City of Launceston Youth Advisory Group (YAG) and YMCA's Young Leaders group.

The West Tamar Council event had a range of fun activities targeted towards young people and families such as a ninja warrior course, skate and scooter competitions, bubble soccer, devils archery, tug of war, watermelon eating competitions, and live music performed by young local musicians.

City of Launceston thanks the Ravenswood Youth Health Team who supported participants on the day - it was a great atmosphere with over 500 young people enjoying themselves and having a great day out in greater Launceston.

Celebrating Seniors Morning Tea and Information Session

Starting Point Neighbourhood House hosted the City of Launceston Seniors Morning Tea and Information Session on Wednesday 4 July. The Mayor welcomed over 50 guests who live in Ravenswood and Waverley who hadn't previously attended a Council Seniors Morning Tea.

The event gave seniors living in and around Ravenswood an opportunity to enjoy a catered morning tea and connect with others from their immediate community. Representatives from the organisation Seniors Helpers presented information on In-Home Care Packages alongside Michael Attard, Waste and Environment Officer for the City of Launceston, who spoke about recycling and the Launceston Waste Centre.

The event was also a part of the City of Launceston's community development work in Ravenswood as part of the Learning Site project.

Whilst at the morning tea, senior community members of Ravenswood and Waverley spoke about why they enjoy where they live in a survey. Core responses included;

- "Easy to get to the city"
- "44 years since lived here, everyone is kind"
- "Lived here nearly 40 years have always been proud to be a resident of Ravenswood"
- "Had the best part of my life here"



Consultation and Engagement



Ravenswood Adventure Park community consultation

The Ravenswood Action Group (RAG) initiated the idea to involve and engage the Ravenswood community in the naming of the redeveloped Prossers Forest Road Park. The group felt that involving the community in a naming competition would provide a fresh start for the space, as well as encourage positive community involvement and ownership of the redeveloped area.

In April 2018, Ravenswood residents were invited to suggest a name for the park redevelopment - resulting in over 120 naming contributions from the community via naming 'postcards' and online submissions.

A working group of Council officers from across two directorates (Infrastructure and Development Services) considered the Nomenclature Board's 'Rules for Place Names in Tasmania' to assist with the following recommended priority list:

1. Ravens Nest Park
2. McGown Park (David McGown owned land which eventually became the suburb of Ravenswood)
3. Ravens Park
4. Ravenswood Adventure Park
5. Nest Park

In August 2018, Ravenswood residents were invited to vote on their favourite name from the shortlist of five. The name that won by receiving the most votes (a total of 86) from the community was Ravenswood Adventure Park.

The Community Connector working in Ravenswood as part of the Learning Site contributed significantly to the consultation. The redeveloped community space is strongly identified as a community asset and the Learning Site project team were passionately involved in the renaming consultation, as they were in the planning for the activation event.

Lisa Granger
Recreation Liaison Officer
City of Launceston

Who we worked with and the people we reached

Starting Point Neighbourhood House



Starting Point Neighbourhood House Ravenswood has had the privilege of working alongside Launceston City Council with the ABCDE project. The synergies and goals between what the Neighbourhood House already

does, and the aim and goals of ABCDE ensured great success was to occur.

Enhancing Pioneer Garden to make it much more of an inviting space will encourage more people to visit, volunteer, harvest and consume. Veggie patch to plate will allow people to make the freshest pizzas in the new pizza oven. We also had the privilege of Costa from Gardening Australia visiting who was extremely impressed with the garden and the philosophy of being open and available to anyone. He went on to say it was "one of the best community gardens in Australia".

Community pride and participation was also enhanced by the "Hollywood" sign. Nine local organisations were given a letter of Ravenswood to add art work and words to. People of all ages were able to contribute to ensure it was meaningful. The community input was outstanding. From a local leader initiating the project and with support from a social work student, the artist and ABCDE project worker and the Men's and Community Shed, Ravenswood.

We have a strong, connected community with lots of skills and talents and it has been great to have the support of the ABCDE project to allow some of these skills and talents to shine.

Nettie Burr
Manager -
Starting Point
Neighbourhood House



Community Housing Limited (CHL)



CHL was delighted to work in partnership with the City of Launceston which saw the emergence of the Learning Site in Ravenswood between

October 2017 to October 2018. The importance of this project cannot be overestimated as its approach was to support the Ravenswood residents in making decisions and taking direction with community initiatives that they saw as beneficial for their community. Ravenswood has been changing over the last few years, with groups of our tenants stating that in a recent CHL study the area is becoming safer and that there is a lot more care and social connections between residents. It truly has become a more connected community and this is evident by the pride felt and displayed in the community, particularly with the Ravenswood sign which was one of the projects that came from the residents. Congratulations to all those in the Ravenswood area who participated in the Learning Site projects, it has been such an overwhelming success. CHL looks forward to continuing our support for the new ideas that have generated as a result.

Melissa Palframan
State Manager -
Community Housing Ltd.
Tasmania



Ravenswood Community

Get on board the Asset Bus

One of the key stages of the Learning Site stepping stones is to ask the community to identify their assets. Ravenswood recognised their strengths by writing their assets on an illustration of a bus, ultimately being transformed into a poster to be placed around the community. The community nominated the concept of a bus for the poster as it represents momentum and the concept of carrying a group of people who share the same ideas of innovation and change. The community asset bus recognises what the community has and how they can work together into the future. Ravenswood is made up of amazing people, talented artists, hardworking volunteers and caring residents. The community has a wide network of services, education providers, businesses and social groups.

The City of Launceston designed a Community Asset Map and Brett Mansell liaised with local businesses, the school and organisations to display the Asset Bus poster for people to write their asset ideas on to for further collaboration. The ideas were compiled, and a poster print out of the Asset Bus was given back to local businesses to keep and display in store.

Service Providers

Starting Point
Neighbourhood House

Mens Shed

Zions Hill Church Group

Ravenswood
Health Centre

Schools/ Educational Facilities

Ravenswood Heights
Primary School

Ravenswood Child
and Family Centre

St George's School

Business

Sunny Hill Bar & Bistro

IGA Supermarket

Ravenswood Pharmacy

Ravenswood Take Away
(Ravenswood Road)

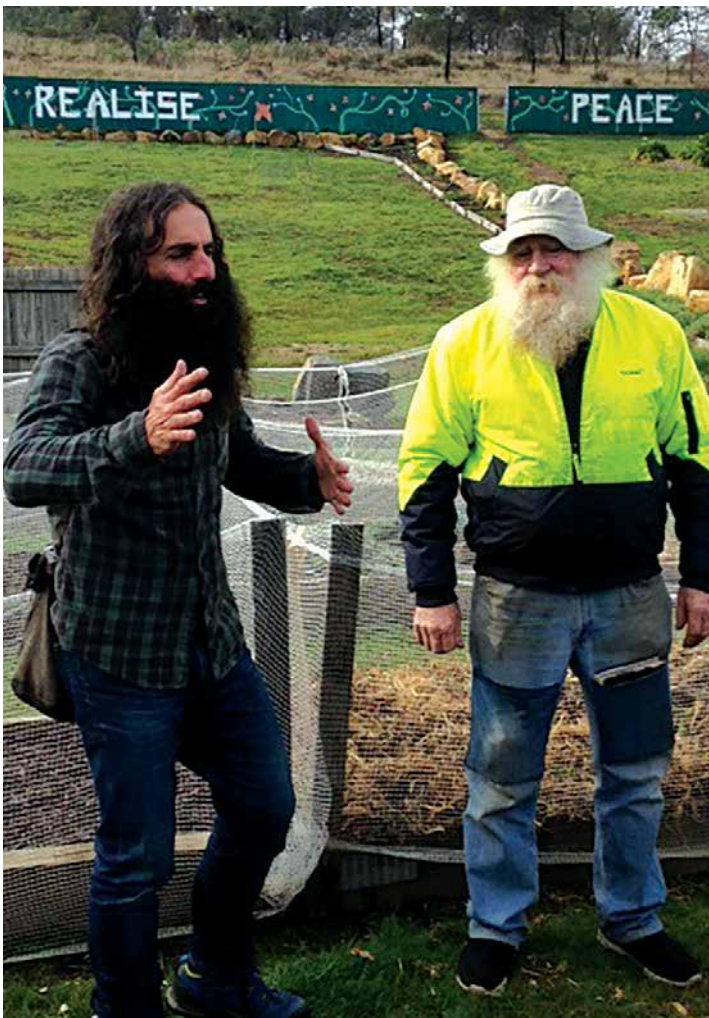
Ravenswood Take
Away (East Side Village
Complex)

Ravenswood
Newsagency

City Mission Shop

LINC Library
Ravenswood

Community Projects



Pioneer Garden

Pioneer Garden has been a major asset to Ravenswood since its inception. Some of the direct changes Community Housing Limited witnessed included:

- Less anti-social behaviour in this direct area;
- Longer tenancies in the dwellings that surround the garden;
- Ongoing educational opportunities taken by the local primary school; and
- Ongoing volunteering under the direction of Gardener in Residence, Peter Richards.

The ABCDE Learning Site Garden Project was one of the key projects identified at the first community consultation held at the Ravenswood Heights Primary School in May 2017.

Residents wanted to increase the utilisation of the area and had ideas of how to maximise use of the garden area to attract more families to the facility.

This was achieved in the following ways:

- A working BBQ and paving workshop for residents;
- Construction of the BBQ by the Ravenswood Men's Shed;
- Garden seating constructed by the Ravenswood Men's Shed;
- Donation of cable drums for outdoor tables;
- Painting of outdoor furniture by students from Ravenswood Heights Primary School;
- A storage container donated on site by local businessman; and
- Public tour of the garden as part of the 'Catch up with Costa' event with TV personality Costa Georgiadis, including a follow-up visit from Costa to install bathtub for composting worm farms with residents.

Congratulations to the community, especially project leader Peter Richards for expanding their community garden and opening it up so the whole community can enjoy the space in different ways.



Community Projects



Ravenswood sign

On Wednesday 17 October 2018 the Ravenswood community put up its very own sign, just like Sharon Leonard's vision of the 'Ravenswood Hollywood sign' which she told the City of Launceston about in a community workshop in November 2017.

This new piece of public artwork is designed to instil a sense of pride and welcome visitors to Ravenswood. The City of Launceston Mayor Albert van Zetten unveiled the sign in front of over 100 community members who participated in the project.

Nine Ravenswood organisations were invited to participate in the sign project by designing an individual letter, which held particular meaning for that group. Each group was given a four-week window to create their letters. Local artist and University of Tasmania Social Work student Fakington Wilde then worked with the printer to fine tune those designs, which were then professionally printed on aluminium.

Builder David Jones, from the Ravenswood Men's Shed, designed the structure to mount the letters on and worked alongside other members of the shed to build the structure.

The individual letters were designed by;

- R** – Ravenswood Community Health Centre
- A** – New Parent Infant Network
- V** – Northern Support School
- E** – Zions Hill Church
- N** – Starting Point Neighbourhood House (Ravenswood)
- S** – Ravenswood Child and Family Centre
- W** – Ravenswood Heights Primary School
- O** – Ravenswood Heights Primary School
- O** – Ravenswood Over 50's Club
- D** – Discovery Early Learning Centre

Thank you to everyone involved in the process of this incredible project.

Ravenswood ABCDE Learning Site Community Connector - Brett Mansell - Community Housing Limited.

Sign Concept - Sharon Leonard - Community Builder and Ravenswood Resident.

Liaison - Michael Monticchio - UTAS Social Work Student at Starting Point Neighbourhood House.

Artist - Fakington Wilde - UTAS Social Work Student.

Liaison with landowners - Jessie Legge - Harcourts.

Sign Maker - James Cassidy-Cooper - JT Designs.

Builder - David Jones - Ravenswood Men's Shed.

Ravenswood Reporters



We had the pleasure of working with an amazing pop up film crew; Luke, Ryan, Tabetha and Shona. With huge thanks to Zach Taylor, the Principal of Ravenswood Heights Primary School and Brett Mansell, Community Housing, in making this all happen.

We had so much fun! Ravenswood's own Costa, Peter Richards joined in and became one of the reporters. Peter, a true community connector invited the crew in for a field trip to the Pioneer Garden. Within no time we got to know his neighbours and colleagues at Starting Point Neighbourhood House.

Peter also introduced us to the art of rambling.

The crew harvested stories. As filmmakers we believe in the power of stories. We need stories like we need sunshine. They weave our lives together. They turn away our fears.

We interviewed incredible people. Their stories all tell how Ravenswood has the heart, guts & courage to turn its potential into reality.

It's not hard to imagine the Ravenswood Sign and the Pioneers Garden in full blossom.

With many thanks to all the amazing people who helped us.

To access the film please visit <https://vimeo.com/287882246> and enter the password ABCDE

Evi van der Niet
Learning Site Community Connector



Catch up with Costa

The City of Launceston and Starting Point Neighbourhood House brought Costa Georgiadis, Gardening Australia's well-known TV personality, to Ravenswood. This free event was part of Council's ABCDE Learning Site in Ravenswood and the Tamar Valley Peace Festival.

Costa made a presentation to over 70 people at Starting Point Neighbourhood House, then the audience took a short trip to the community garden with Costa at Ravenswood Pioneer Garden.

Planning and Development

Ravenswood Adventure Park: Stage One Open Day

On Saturday November 17, City of Launceston hosted a community event in order to celebrate stage 1 of completed works at the newly named Ravenswood Adventure Park.

The free event included a YMCA Skate Park League with Scooter, BMX and Skate competition heats, basketball shoot outs, jumping castle, face painting and a BBQ. City of Launceston Officers were also on site to consult with residents about the plans for stage 2 of the park development.

It was a fantastic day with over 500 children, young people and families enjoying themselves in the newly developed area.

Video: <https://www.facebook.com/CityOfLauncestonOfficial/videos/505578749958445/>



Where to next?

The ABCDE Learning Sites help everyone focus on what's strong, not what's wrong within a community. It provides a framework that has allowed the City of Launceston Community Development team to successfully deliver two Learning Sites, Rocherlea in 2017 and Ravenswood in 2018, with a Mowbray Learning Site to be delivered in 2019.

The City of Launceston has cultivated significant relationships throughout the Ravenswood Learning Site by fostering the approach of learning and collaboration. One of the most important aspects of the project is to empower people to take action and Ravenswood will certainly continue to do this with a history of doing so for many years.

Measures of Success based on the 8 ABCDE Learning Site Touch Stones

1. Find a community builder team	✓
2. Recruiting a community connector	✓
3. Hosting conversations to discover assets and what people care about	✓
4. Engaging local groups and associations	✓
5. Building connections through social interaction activities and shareable community opportunities	✓
6. Visioning and planning	✓
7. Implementing change (doing and reviewing)	✓
8. Fostering celebration	✓

Community Stakeholder Acknowledgements

Bank of IDEAS

Community Housing Limited

City of Launceston

Costa Georgiadis

Discovery Early Learning Centre

Harcourts

Ravenswood Eastside land owners

JT Designs

New Parent Infant Network

Northern Support School

Ravenswood Child and Family Centre

Ravenswood Community Health Centre

Ravenswood Heights Primary School

Ravenswood Men and Community Shed

Ravenswood Over 50's Club

Starting Point Neighbourhood House (Ravenswood)

Tamar Valley Peace Festival

Zions Hill Church

Thank you to Starting Point Neighbourhood House, Community Housing Limited (CHL) and the Ravenswood Men's Shed for contributing significant in-kind and cash support to the Learning Site.

This report was prepared by Claudia Garwood and Sarah McCormack, Co-ordinators of the Learning Site from the City of Launceston Community Development team.

