

City of Launceston Northern Suburbs Revitalisation Project

Rocherlea ABCDE Learning Site Report

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Introduction

The City of Launceston worked in partnership with Bank of I.D.E.A.S., an international community and economic development consultancy, using their asset-based community driven efforts (ABCDE) approach to develop a Learning Site in the Rocherlea community.

As one of the first local governments to embrace the approach, the City of Launceston worked with local leaders in the Rocherlea 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 proud to deliver City of Launceston's Northern Suburbs Revitalisation Project - Rocherlea ABCDE Learning Site Report. The report presents an ongoing commitment to ensuring members of our community are respected; listened to; bring new perspectives and play a meaningful role in our community.

The report is reflective of City of Launceston's commitment to the Northern Suburbs region and 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 commit to 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 Rocherlea community in actioning campaigns and projects. Their commitment has been influential in informing and advising local government and the broader community about matters that affect them and how this can be utilised to create future prosperity in their suburb.

Albert van Zetten
Mayor
City of Launceston

Consultation and Engagement



The Rocherlea Learning Site is an exciting initiative by the City of Launceston community development team, in partnership with people of Rocherlea and a host of community organisations aimed at reversing the way community development has been traditionally applied to communities like Rocherlea.

Instead of beginning with the question, What's wrong and how do we fix it? the focus of community conversation was: What works, what have we got, what's possible and who cares? Utilising a host of innovative approaches and opportunities including a Big Ideas Campaign, the BOFA Film Festival, story harvesting and a series of community conversation events, members of the Rocherlea community shared and celebrated their stories of pride and accomplishments and began to envisage a new future for their community for which they could play an active role in its achievement.

How exciting to be a part of this refreshing new approach. Well done to the City of Launceston and their passionate and enterprising staff for taking a new journey.

Peter Kenyon, Bank of I.D.E.A.S.



ABCDE Learning Site Briefings

Throughout the first six months of the project, Peter Kenyon facilitated workshops and briefing sessions about the ABCDE concept with the Rocherlea community and City of Launceston team in the following ways:

- ABCDE Learning Site community meetings with residents and organisations to share the approach and find out what people care about in their community
- ABCDE Masterclass at the Rocherlea Football Club
- Presentation to the City of Launceston Strategic Planning & Policy Committee
- City of Launceston Senior Management Team and a staff briefing about the work Council is undertaking with the Rocherlea community

After these briefing sessions occurred the community development team with Bank of I.D.E.A.S. set out to meaningfully engage and collaborate with the community in the following chronological order.



Community Conversations

City of Launceston hosted six separate community conversations with residents as part of the consultation process during September and October 2016.

Community conversations were held at the Northern Suburbs Community Centre and Spiders North Takeaway on Lilydale Road. This process assisted with understanding community assets, strengths, service gaps as well as ideas for their community's future.

Community Conversations...

What do you like about living in Rocherlea?

We want to hear from passionate locals who have big ideas for their community.

Come and chat to Sarah and Claudia from the City of Launceston and share your ideas for what makes Rocherlea a great place to live.

Where:
Spiders North Takeaway or
Northern Suburbs Community Centre

When:
Thursday 29 September, 1pm - 4pm
Monday 3 October, 1pm - 3.30pm
Wednesday 12 October, 11am - 2pm

Enquiries:
sarah.uncormack@launceston.tas.gov.au
6323 3381



2017 Tasmanian Breath of Fresh Air Film Festival: What's Strong, Not Wrong With Communities

The City of Launceston supported BOFA to program a free community action day to hear firsthand about the Rocherlea Learning Site and get involved in hands-on planning for Rocherlea. Three short films that set the scene for community-led change were presented and Peter Kenyon spoke about the Learning Site initiatives in the UK and Australia. Professor David Adams from UTAS spoke about the Planning for Real process and how it can work for Rocherlea, a panel discussion took place and in the afternoon, hands-on work sessions on participants' vision for Rocherlea occurred.



Asset Mapping

Throughout various consultations with residents and people who worked in Rocherlea, we identified what is important to people in the community. The Rocherlea community created an asset map which includes the people, places, institutions, physical environment, culture and local economy which make up Rocherlea.

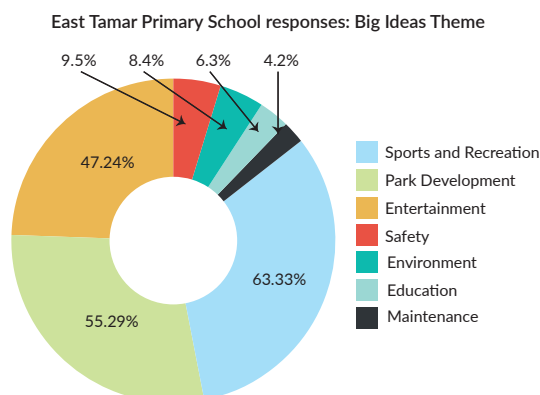


Big Ideas Campaign

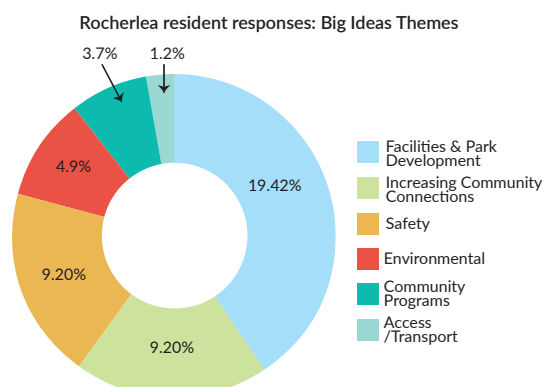
Conducted in November 2016, this campaign invited members of the Rocherlea community to think about their own big ideas. The Big Ideas Campaign was an opportunity for local residents to voice community needs and facilitate discussions with Council.

Big Ideas postcards were distributed to East Tamar Primary School students and Big Ideas flyers were distributed to Rocherlea residents as part of a community door knock facilitated by TasTAFE community service students as a component of their studies.

There were 88 respondents from the East Tamar Primary School who provided 214 Big Ideas. The ideas were analysed and categorised into common themes that arose from the data. From the analysis, 85% of these ideas related to infrastructure which included upgrading local parks in the community and recreation and entertainment ideas for their community



TasTAFE Community Service students were tasked with seeking Rocherlea resident responses through a letter box drop and a community door knock. In total, 48 responses were received with 60 big ideas.



There were three key themes which came from the data, these included facilities and park development, safety and increasing community connections.

Since the completion of the Big Ideas Campaign, TasTAFE students have continued to work in collaboration with the Northern Suburbs Community Centre to deliver project outcomes relating to the feedback from the campaign.



The TasTAFE students provided City of Launceston with some feedback about their experience working on the Big Ideas project.

"The door knocking gave me the opportunity to consult with the public and get some ideas for improving the community."

"I was proud to be a part of the big ideas project and the experience will be valuable for my future."

"I'm very proud of the fact that some of the outcomes of the Big Ideas Project are being implemented or being close to implemented."

Community Projects



Northern Suburbs Community Centre

The Northern Suburbs Community Centre (NSCC) has been consulting with the Rocherlea community for many years and coordinates regular small projects. The City of Launceston provided financial support through the Learning Site project to NSCC for the delivery of some small projects. These projects included; three shop murals in Blackwood Drive, Rocherlea, with over 100 people involved, three Family Dance Parties held at the Rocherlea Community Hall with 120 attendees, four Family Twilight Teas held at King Billy Park & the NSCC Blackwood Drive site with 80 attendees and a Winter Solstice and Lantern Making Celebration at the Blackwood Drive Centre.

The NSCC worked with Pastor Joseph from the House of Prayer Bible Fellowship International to paint community murals on the side and back wall of his church. Chris from the Purple Op Shop was consulted about the sunflower design for the back of the Op Shop. The City

of Launceston connected the NSCC with the North Melbourne Football Club during one of their visits to Launceston. The footballers visited the community while they were painting the mural in Blackwood Drive. The North Melbourne Football Club is a patron of Neighbourhood Houses Tasmania.

The Rocherlea community told us they were keen to have a Welcome to Rocherlea sign for both ends of Lilydale Road to assist with developing the positive perception of Rocherlea by those who live in the community and those who visit. This project is being managed by the NSCC and they are currently obtaining the necessary permissions from State Growth and the City of Launceston.

The Rocherlea community petitioned the City of Launceston to install CCTV cameras in Rocherlea. City of Launceston reviewed the comments, requests and locations and cameras will be installed in the near future.

"I thought it was great! When I go past I take pride that I had a part in the making of the beautiful art."

Annaliese, aged 10

"As the artist I loved working with such positive young people and their families. It's great to transform spaces into more enjoyable and happy places for community."

Annette

Celebrating Seniors Morning Tea and Information Session

The Launceston community told the City of Launceston that they wanted to find out more about the Council's services and facilities. As a result, the Council has been hosting Senior Morning Tea and Information Sessions for a number of years for all senior residents of the municipality to attend.

The Council approached the NSCC to be the host for the first morning tea of the year. NSCC agreed and the event took place in the Uniting Church Hall in Mowbray in May 2017.

The hall was at capacity with 34 per cent of the guests attending a Seniors Morning Tea for the first time and 56 per cent of the guests resided in the Northern Suburbs.

Guests were asked what other events they would like to attend and the feedback included: more morning teas in other suburbs; any social event; bus rides around town; people visiting seniors; gentle exercise in a community centre (winter) especially; outings to other communities centres; and, more entertainment.



Roots of Rocherlea Film

We need stories like we need sunshine. Stories connect us and weave our lives together. They enrich our lives, make sense of our fears and answer our questions. Stories work as glue and connect people from all walks of life. Everybody has a story to tell! Most people aren't aware of their own gifts and are surprised when somebody else recognises them. Story harvesting helps people to see and celebrate their own gifts. The story harvesting process Roots of Rocherlea is a tool to begin conversations in the community and to celebrate what you love about where you live. You can't know what you need until you know what you have!

In Roots of Rocherlea we started harvesting stories of the people who make and shape Rocherlea. The stories focus on growth and shines a light on abundance (what's growing and glowing) and not on what's lacking. What makes our community unique and strong? How do we get more of what we value most?

Evi van der Neit
Learning Site Community Guide
<https://vimeo.com/201558726>

Active Launceston in the Northern Suburbs

The City of Launceston worked with Active Launceston to facilitate free community physical activity programs to various venues in the Northern Suburbs for a four week period. This provided the community with the opportunity to participate in group exercise across the Northern Suburbs including Gentle Exercise, Get Up, Get Active, Active Defence and Active Blokes. The programs were well received and a second series of Active Launceston in the Northern Suburbs has recently been launched.

Planning and Development

Men's Bizz - Men's Shed

Men's Bizz has been operating out of two shipping containers and the Rocherlea Hall since 2005. The program has attracted many people who meet and spend time together, learn and construct. It is a valuable program for the participants personally and for the community groups who have benefited.

The past Men's Bizz Co-ordinator, Mick Goss, said it all started when Dads from different suburbs got together with their kids. "We don't exclude women and people come from aged 21 - 60. The best days were sitting in the sun and chatting"

As a NSCC community initiative, it became time to expand and seek support to build a shed which was going to be large enough to cater for the program with the necessary facilities and equipment to operate.

The total shed cost is \$250,000 and the City of Launceston has committed to a co-contribution of \$125,000 for the men's and community shed providing NSCC was successful in raising funds for the remaining half. The Council supported NSCC in the application to State Growth Infrastructure Fund for \$125,000. NSCC was successful in receiving the funding and the project will proceed.



Rocherlea Parks Development

Working with the NSCC, a consultation process was undertaken to understand the needs of the community around recreational activities. Whilst not being able to deliver on all requests the clear message was that Reservoir Crescent was a valued play area with an expectation of some form of play equipment although not to the same standard of Ti-Tree Crescent. Additional grant funding has since been secured to develop the Reservoir play space which ultimately will provide a better play environment than what the community had expected at the time of the Save our Park campaign. Equipment has been removed from the play area due to acts of vandalism at Reservoir Road over the last few years and in response to local requests we have replaced the swing and developed a master plan for the park in coordination with the other parks in Rocherlea.

The City of Launceston has planned upgrades for Ti-Tree Crescent Park, Reservoir Park and King Billy Park which are based around Council's play strategy. A range of opportunities will be provided within the parks for people of all ages to enjoy. Bike tracks will be formalised and play spaces will be created for people of all ages to have fun. The Council's development of the parks will be progressed in stages and is dependent on financial resources and the outcome of funding from grant applications.

The City of Launceston has begun the upgrade of Ti-Tree Crescent Park in Rocherlea. The work is being funded through a grant and contribution from the City of Launceston. The upgrade will include a multi-purpose sports court, skateboard grinding platforms, new pathways, some small BMX tracks and improvements to the existing playgrounds.

Barry Pickett
Natural Environment Manager
City of Launceston

Who we worked with and the people we reached



The Northern Suburbs Community Centre Inc (NSCC) has been a part of the Rocherlea community for 34 years. The aim of NSCC is to provide a friendly, relaxed meeting place for all members of the community and to ensure that all users of the Centre have the opportunity to grow

personally, socially and educationally in a safe, supportive environment. Building the community is a fundamental value that underpins all our activities.

NSCC was pleased to be a part of the ABCDE Learning Site approach for Rocherlea with Peter Kenyon and the City of Launceston. Peter's strength-based community development model gave the Rocherlea community the opportunity to re-connect; bring their ideas to the table; identify strengths and work towards community aspirations to make positive changes.

The ABCDE Learning Site model certainly enhanced our core goals to support people and families, enhance choices and build community.

TasTAFE students commented about working with NSCC:

I enjoy knowing the NSCC will benefit from the project. The food co-op shop is going to help the community and future expansions on the project are amazing.

Denise Delphin
Centre Manager
Northern Suburbs Community Centre Inc



"I am most proud of making a change in the community because I actually live in Rocherlea and see how the ideas that were put forward are working. For example the food co-op is at a starting point as well as the giving back of the local park and beautification around the old Rocherlea shop area."



Work Exposure for TasTAFE Students

A key component to the Rocherlea ABCDE Learning Site was the partnership formed with TasTAFE Community Service students and teachers.

The students' contributions included:

- Rocherlea Community Pride projects
- A proposal for a food co-op
- Door knocking and letter box dropping for the Big Ideas campaign
- Attendance at professional ABCDE workshops
- Consulting with community members, agencies and various levels of government.

More from the TasTAFE students

"I enjoyed the opportunity to engage with the community and find out what they wanted for their community."

"I consulted with the NSCC board, with community, with Alderman Hugh McKenzie and with politicians."

"It has been a great learning opportunity for me and has fuelled my desire to work in community development."





Community Guide, Rocherlea Learning Site

We were welcomed with heart-warming openness and generosity. There is no cookie cutter model for community building, it's an exciting journey and it's about making friendships with the people you meet along the way. It's based upon being present and builds on relationships with people. Stories at the speed of trust.

Last year we started with harvesting stories of the people we had the pleasure of meeting with along the way. We shared conversations about things people of Rocherlea care about and want to contribute to. Conversations about good times, hidden gems. There are still many stories ready for harvest, as Rocherlea residents are doing amazing things with and for their neighbours that need to be shared and celebrated!

While making the Roots of Rocherlea film some of the residents invited me for dinner and they picked up another neighbour as well, they have been sharing meals for years. This neighbour has been organising car boot sales and parties at her home, a beautiful example of being a good neighbour!

Another example is all the people who wholeheartedly contribute to their community within the NSCC op shop, NSCC, Purple Op Shop, RAGtas, Goldie's, Footy club, Men Shed, Peace Garden and Ben McKinnon with

his fantastic grassroots initiative: Please, Give us our Parks Back.

The fruit trees at Blackwood Drive had just been planted, another example of being resourceful. Why water lawn, if you can water plants and share the harvest with the Rocherlean community?

The House of Prayer Bible Fellowship, established by Pastor Abdul, embodies true community spirit and loves to share their community with residents. Together with RAG, the Purple Op shop and Pastor Joseph and Pastor Jacky from the neighbouring Korean Gospel Church we have been talking about changing the conversation in what's strong instead of what's wrong? How can we collaborate and get the best out of each other?

How can we try to look at our community with an appreciative and grateful gaze and how can we focus on growth and shine a light on all the good things that we have to offer and how can we keep on learning together and make our community potential a community reality?

In a powerful community there is a place for everyone's gift and that starts with the children. Jennifer Houston (Anglicare) is doing amazing work with the Communities for Children program, empowering communities of Launceston to work together towards a positive future. Youth are the leaders of today, not tomorrow. Young people have an amazing capacity for hope and stories of hope are contagious!

The BIG Ideas action in collaboration with the amazing TasTAFE students gave people the opportunity to share their vision of creating an exciting future with and for the Rocherlea community.

Evi van der Neit
Community Guide



Communities for Children - Community Committee

Anglicare Tasmania's Communities for Children (CfC) initiative in Launceston Tamar Valley is committed to seeing better outcomes for children and families in Launceston's Northern Suburbs. CfC has been involved in the Rocherlea community over the last 13 years, particularly through funding local programs by the Northern Suburbs Community Centre and facilitating a Rocherlea committee of local community members. Our aspiration across Launceston's Tamar Valley is that by 2035, all children are loved and safe, learning, healthy, and participating, with material basics, and a positive sense of culture and identity. We partner with City of Launceston wherever possible to support community development initiatives that can help support this goal, and are proud to be part of the ABCDE Rocherlea Learning Site established in 2016 by Peter Kenyon and Cormac Russell.

Sharon Dutton
Collective Impact Facilitator
Communities for Children
Anglicare Tasmania Inc.



Communities for Children is funded by the Australian Government



Conclusion

Keeping in mind that the ABCDE Learning Site is about learning and is an approach, not a process, from the conversations, projects and long term development, the project has made a difference to the community. The City of Launceston has cultivated significant relationships between various Council departments and the suburb. The method to collaborate with a community from a strengths based approach has upskilled Council staff to work with other suburbs in an empowering consultative approach. One of the most important aspects of the project is to empower people to take action and Rocherlea is a suburb which will continue to work in this way with a history of doing so for many years.

Measures of Success	
Meaningful engagement with a community that's been over-consulted but poorly engaged	✓
Get the right stakeholders around the table, including those who don't engage	✓
Build trust in a community in working with each other and with the City of Launceston	✓
Gaining short-term wins while longer-term planning is underway	✓
Empowering people who are seen by others as disempowered	✓
Building capacity in the community	✓
Professional and organisational development outcomes for City of Launceston	✓
Meaningful evaluation	✓

A Rocherlea Community Celebration occurred in the community to celebrate the achievements of the ABCDE Learning Site and this report was provided to the community.

Community Stakeholders and Acknowledgements

The City of Launceston would like to thank the Rocherlea residents who shared their stories with us and the following organisations that have given their time and support to the Rocherlea ABCDE Learning Site.

- Anglicare Tasmania Inc and Communities for Children
- Bank of I.D.E.A.S.
- Brooks High School
- Community Housing Limited - Tasmanian Housing Service
- Department of Social Services
- Department of State Growth
- East Tamar Primary School
- House of Prayer Bible Fellowship International
- Ivan Dean MLC
- Launceston Full Gospel Church
- Life Without Barriers
- Michelle O'Byrne MP
- Northern Suburbs Community Centre Inc.
- Purple Op Shop
- Australian Red Cross Launceston
- Regional Development Australia (Tasmania)
- Rocherlea Action Group
- Rocherlea Football Club
- Spiders North Takeaway
- Student Works
- TasRail
- Tasmanian Breath Of Fresh Air Film Festival (BOFA)
- TasTAFE Launceston
- The Smith Family Foundation
- Uniting Care Tasmania
- University of Tasmania

Report prepared by Sarah McCormack and Claudia Garwood, Community Development, City of Launceston
August 2017

"Alone we can do so little; together we can do so much"

Helen Keller

