

# Join the Community Conversation

Your ideas  
for our  
Community



## HANDS UP MALLEE

Community Conversations Evaluation Paper

*Our Journey to 1,600 voices*

2016 - 2017

## The Purpose of this Paper




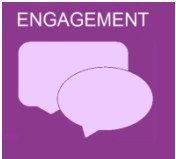
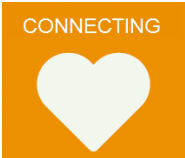


The purpose of this paper is to explain how Hands Up Mallee engaged with our community to ensure we heard their voice in working towards developing our community's Common Agenda.

The paper will explain the development of the Community Conversation tools and resources, the engagement plan tool and process, the Community Conversations engagement period, the analysis methodology of the data collected and the refinement of our Common Agenda.

*“You go to them, not to change  
them but for them to change you”*

Mark Haynes, Cultivator

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## What is Hands Up Mallee

Most people need the same things from their community: to have a home, access to food, to be safe, to belong and be respected. But, despite the work we do, not everyone has these needs met. Our local statistics show a concerning decline in the overall wellbeing of our community.

Hands Up Mallee is an initiative to make long term social change that will improve the quality of people's lives and overall wellbeing of our community.

This Collective Impact initiative is bringing together diverse views and ideas from across our community to identify the social issues that have the greatest impact on our long term wellbeing and determine how best to address them. It will coordinate effort and resources across all sectors including non-profits, social services, business, communities, philanthropics and Governments to improve the systems that serve us. It will require advocating for State and Federal alignment of policies and resources for the large-scale social change we need.

Hands Up Mallee's success depends on the meaningful involvement of people in our community who are most affected by the issues. Their experience is critical to understanding the problems, their root causes and creating solutions that work for them. We have used the Community Conversations as a tool to hear from our community.

There are no quick fixes, this is long term work. It requires changing culture around the way we think and work together, how we make decisions about programs, policies, resourcing and ultimately how the system we are all part of serves our community. Changing the system will take years. We will try new ideas, succeed, fail, learn and adapt as we grow. Fortunately we can build on our already existing partnerships and successes which puts us ahead of many other communities.

Hands Up Mallee will go where the energy is, so that we can quickly attract committed people and organisations, achieve results and build momentum.

We need ongoing commitment, support and effort to create change for our community. This means thinking and talking to others about how each of us can align the work we do, our strategies, funding applications and projects towards achieving our community's shared aspirations. This way of thinking and working together must become a part of our daily lives.

## The Backbone

Hands Up Mallee has a Backbone organisation with staff to coordinate and align the efforts of all participants. It has six main functions: guide vision and strategy; support alignment of activities; establish shared measurement practices; build public will; advance policy; and mobilise funding. This role is essential for maintaining momentum and impact.

The Hands Up Mallee Backbone is a team of staff from the Northern Mallee Community Partnership and Mildura Rural City Council.



## Intent and Development Phase of Community Conversation Tools and Resources

### What is a Community Conversation?

Community Conversations provided a safe place where people in the Mallee came together to talk about their hopes and goals for our community, their concerns and how they want our community to move forward.

The conversations were designed to bring together data and knowledge from all parts/sectors of our community. Including most importantly our community's knowledge and experience to help identify shared aspirations and goals to improve the lives of people.

#### What is a Common Agenda?

A Common Agenda comprises a shared understanding of the problems to be addressed and a joint approach to solving it through agreed upon actions. There are four key elements: **VISION, GOALS, ACTION PLANS and MEASURES.**



Anyone could host a conversation or participate in one, the more diverse the participants the better our shared community plan and the greater our success would be.

Conversations could be with one person or more and could be formal or informal. The intent of Community Conversations was for our community to have their voice heard in the development of our Common Agenda

## Intent of the HUM Community Conversations Process

- To develop a Community Conversation Kit and resources to use as the tools to ask questions of community that can help inform the development of the Common Agenda
- To implement a Community Engagement Plan to track and monitor progress of Community Conversations. The aim of the Engagement Plan was to specifically target the diversity of cultures and groups across our community, and clients of services and people who do not usually have a voice.

Timeframe:	8 months total	September 2016 to June 2017
	Testing phase	September 2016 to December 2016
	Conversation Phase	December 2016 to June 2017

Measurable: We reached 1,614 voices

## Collective Impact – Community Engagement Condition

Hands Up Mallee is based on the Collective Impact Framework which has 5 core conditions;

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone

See appendix 1 for a description of each condition. Hands Up Mallee has added a sixth condition for greater impact that we place the upmost of importance on;

- Community Participation

Hearing the voice of our community is critical to the success of Hands Up Mallee.

### Community Participation

Hands Up Mallee recognises that the people most affected by the issues are best placed to advise on the changes needed to improve their lives. We are setting a priority of engaging meaningfully with people and involving them in decision making. This is key to understanding the root causes of our community's complex social issues and creating solutions that will work.

The next phase for Hands Up Mallee is to test the proposals in this paper with our wider community, to understand their ideas and priorities for action. We are creating a Community Conversations group to start planning and implementing this work.

The Collaboration Framework in this paper includes community member representatives on all Action Teams, the Round Table and NMCP Steering Group. These groups will have ongoing conversations with the wider community so we can adapt our Hands Up Mallee approach together and build ownership across our community.



## Development and Testing of the Community Conversation Tools

### Community Conversations Sub Group

In alignment with the core conditions of Collective Impact, continuous Communication and Community Participation, Hands Up Mallee set up a Communications and Engagement Enabling Group. The role of this group is to provide Engagement and Communications support, advice and feedback to the entire HUM initiative around these two areas.

The Communications and Engagement Enabling group set up a sub group to work specifically on the development of the Community Conversations stage, with the first meeting held on 27 July 2016. A project plan was created, see appendix 2. The following work was completed as part of this group, with significant Backbone resources being put into pulling it all together. This work was completed over a three month period.

1. Community Conversations kit (the questions that guided the conversations)
2. A Guide to hosting Community Conversations
3. A static Infographic to depict some of our community's data
4. Two versions of an animated video to depict some of our community's data in a user friendly way
5. An online link to Survey Monkey to record the Conversations
6. An Engagement Plan to monitor our progress and update all Community Conversations



## 1. Development and Testing of the Community Conversation Kit Questions

One of the primary tasks of the Community Conversation sub group was to develop the set of questions to identify our community's aspirations, its perceptions of the issues being faced and their ideas about solutions to these issues to help refine the Common Agenda.

The main challenge was developing and framing questions in a way that would provide us with the right information. The Conversations sub group met on a number of occasions to look at resources available, brainstorm what might work for our community, draft and re-draft questions and then come to a stage where the questions could be tested.

At this point, two sets of questions were developed; one short survey and one longer survey.

A very thorough testing period was conducted between September and November 2016. We asked for three organisations to test the Conversations with their clients with feedback invaluable.

During testing, it was determined that respondents would be unlikely to choose to answer the long questionnaire and that conversations following the long set of questions would take an unrealistic amount of time to complete and scribe. As a result, the question set was shortened to six of the most important questions. This was also made available in an Easy English format. See appendix 3 for a copy of the Easy English version of the kit.

A lot of time and thought went into the potential risk and duty of care that was required. We were very aware that when speaking to not only lived experience, but all people in our community about very emotive and confronting issues this may raise concerns and people may need support or assistance. We spoke to a number of professionals in this space and decided on adding a "If you need support contact" list to the conversation which we drew attention to at the beginning of each Conversation. And a disclaimer was put at the beginning of the animated videos warning that the information may be confronting for some viewers.

Below is a copy of the final Conversation Kit booklet that was used. The final questions included were;

- What is good about living in our community?
- What are your hopes for you, your family and our community?
- What do you think are the biggest issues or concerns that our community is facing?
- (After looking at some of our community's data) What issues do you think our community should work on together first to make the biggest change?
- What do you think is creating or causing the issues?
- What do you think people (individuals, families and services) in our community can do to make a difference?

The Community Conversations Kit is available to be viewed at [www.handsupmallee.com](http://www.handsupmallee.com)

### What is Hands Up Mallee?

Our community is great, but many people live with problems like family violence, drug and alcohol use and mental health challenges.

Hands Up Mallee exists to change that. To help our community be a place where everyone can be their best, where kids have a great start to life and can learn so that they thrive, where families are healthy, safe and feel like they belong.

We can make this happen if people like you get involved. We need to know what issues and ideas you think we should focus on together so we can create a plan and make it happen.

### What can you do?

- 1 Answer the questions in this Kit or use it to have a conversation with family, friends and colleagues about the issues and your ideas for change.
- 2 Give us your feedback via:  
Online survey: [www.handsupmallee.com](http://www.handsupmallee.com)  
Email: [hello@handsupmallee.com](mailto:hello@handsupmallee.com)  
Phone: 5021 7671  
Post: PO Box 10184, Mildura, 3502  
Deliver to: 154a Ninth Street Mildura
- 3 Tell others about Hands Up Mallee and encourage them to get involved.
- 4 Subscribe to updates on our website and follow us on  
[facebook.com/handsupmallee](https://www.facebook.com/handsupmallee)  
[twitter.com/handsupmallee](https://twitter.com/handsupmallee)  
[instagram.com/handsupmallee](https://www.instagram.com/handsupmallee)

### If you need support contact

**For Emergencies Dial 000** **Lifeline** 13 11 14 **Kids Help Line** 1800 551 800  
**Safe Steps** 1800 015 188 **Men's Referral Service** 1300 766 491  
**Direct Line** 1800 888 236 (alcohol and Drug Counselling)  
**Your Doctor / General Practitioner**



### Contact Us

**Website:** [www.handsupmallee.com](http://www.handsupmallee.com)  
**Email:** [hello@handsupmallee.com](mailto:hello@handsupmallee.com)  
**Phone:** 5021 7671  
**Post:** PO Box 10184, Mildura, 3502  
**Address:** Northern Mallee Community Partnership  
154a Ninth Street Mildura

[facebook.com/handsupmallee](https://www.facebook.com/handsupmallee)  
[twitter.com/handsupmallee](https://twitter.com/handsupmallee)  
[instagram.com/handsupmallee](https://www.instagram.com/handsupmallee)

 **HANDS UP MALLEE**

### Confidentiality Statement

Your individual responses are confidential, they will only be seen by a small number of people who are part of Hands Up Mallee who will analyse and summarise what people in our community say.

You will not be identified individually unless you give us permission to. If you want to stop participating in the conversation you can at any time. If you have any additional questions or concerns about confidentiality contact Hands Up Mallee.

Join the  
community  
conversation

Your ideas  
for our  
community



 **HANDS UP MALLEE**



Easy English Kit at [www.handsupmallee.com](http://www.handsupmallee.com)

### About You

Providing this information is OPTIONAL

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Postcode: \_\_\_\_\_

Number of people participating: \_\_\_\_\_

Age(s): \_\_\_\_\_

Gender(s): \_\_\_\_\_

Ethnicity(ies): \_\_\_\_\_

1. What is good about living in our community?

2. What are your hopes for you, your family and our community?

3. What do you think are the biggest issues or concerns that our community is facing?

### Now have a look at Our Community Data in this Kit or watch a video of it here [www.handsupmallee.com](http://www.handsupmallee.com)

4. What issue do you think our community should work on together first to make the biggest change?

5. What do you think is creating or causing this issue?

6. What do you think people (individuals, families and services) in our community can do to make a difference?

Would you like us to get back to you about what our community said we should work on together? (You will need to provide your contact details at the start of this survey)

Yes ☐ No ☐

Thank you for your feedback.

## Our Community Data

This is a snapshot of our community data in the Mildura Local Government Area that shows some of the issues people live with daily  
(Data sources available on our website)

### Children

Teen pregnancy is double that for Victoria

1 in 5 mothers smoke during pregnancy, double that for Victoria

74% of babies are breastfed on leaving hospital, 50% of babies are breastfed at 3 months

1 in 80 children are overweight at prep and 1 in 3 are obese at 18 years

1 in 3 children are not read to by their parents each day

1 in 5 parents reported concerns about their child's speech at prep (2013)

### Family

1 in 5 parents with children under 15 years are unemployed

1 in 10 parents have a history of mental illness

Family drug and alcohol problems are double that for Victoria

Mildura ranks second highest place for family violence

Child protection rates are 3 times the state average

Out of home care is nearly double that for Victoria

### Community

1 in 5 children in year 7/8 are bullied

Our juvenile crime rate is double that for Victoria

Mildura is the third most socio-economically disadvantaged area in Victoria

Over \$25 million was lost in Mildura's poker machines in 2015

### Education

Prep students miss up to 4 weeks of school on average

Year 9 students miss over 6 weeks of school on average

48% of students enrol in university compared to 60% for Victoria

### Work

Over 300 people, 15 to 19 years, are not in education, training or employment

Youth unemployment rate is 9.2%  
Adult unemployment rate is 7.1% (2011)



**HANDS UP MALLEE**  
[www.handsupmallee.com](http://www.handsupmallee.com)

## 2. Development and Testing of the Community Guide

The Guide was developed with the purpose of assisting services to have conversations with their clients. It was distributed in a comprehensive format, suited to professionals wishing to inform themselves of the entire Hands Up Mallee Initiative and how to host a HUM Conversation. The Guide was adapted from the Harwood Community Conversation model and inspired by the community of Bourke's adaptation of the same model.

In summary the Guide provided;

- Background information on HUM and Community Conversations
- Roles of the Conversation host, note taker and tips on arranging the conversations
- The Community Conversation steps
- Tips and Tools

The Guide was tested during the Testing Phase of the Conversation period with feedback invaluable.

The guide is available to be viewed at [www.handsupmallee.com](http://www.handsupmallee.com)

## 3. Development and Testing of the Static Infographic

As well as receiving information from our community, a large part of the Community Conversations process was to educate our community on the statistics and issues our community are currently facing. To deliver this message, an Infographic was prepared to use as a tool.

The Community Conversations sub group delegated the responsibility of creating the Infographic to the Research Evaluation and Measurement Enabling (REM) Team to specifically focus on developing the data infographic.

They initially tried to use free online software to design the infographic. After a series of trials, they presented a draft life trajectory infographic to the working group – birth through to adult. The draft was plain black and white, and was intended to test the layout and the content with the team.

A graphic designer at the table advised that the data would be better laid out under headings rather than spread over a life trajectory. He argued that it delineated the information and made the content easier to read. The workgroup reduced the number of statistics on the page and the graphic designer agreed to design a draft of his vision for the infographic.

Through this process the graphic designer asked the group to confirm the purpose of the infographic. This prompted us to take a step back and reconsider, was the infographic crucial to the conversations? Was it supposed to inform or simply inspire conversation? Who was our target audience? What were our key messages? Would it have a life after the conversations? This was a good learning for the group, as a clear plan would help to save time overall. The group then went back to basics and filled out a 'Story Canvas' template to reflect on these questions.

The graphic designer developed a draft infographic, professionally laid out in the style of the proposed branding. The next step would be to test this layout with other stakeholders in the Hands up Mallee network.

This initial graphically designed Infographic (see Appendix 4) was put through a very rigorous testing phase and was edited extensively. This was an extremely time intensive process as it was a difficult process to decide on the final statistics and layout to be used. Great care was also taken to ensure that the icons used depicted the statistics in a respectful way and was tested thoroughly with feedback invaluable.

Final changes were made and the final Infographic used can be seen below and also viewed at [www.handsupmallee.com](http://www.handsupmallee.com)



## Our Community Data

Our community is great, but many people live with problems like family violence, drug and alcohol use and health challenges. This is a snapshot of our community data in the Mildura Local Government Area that shows some of the issues people live with daily. (Data sources available on our website)






### Children

-  Teen pregnancy is double that for Victoria
-  1 in 5 mothers smoke during pregnancy, double that for Victoria
-  74% of babies are breastfed on leaving hospital. 50% of babies are breastfed at 3 months
-  1 in 50 children are overweight at prep and 1 in 5 are obese at 18 years
-  1 in 3 children are not read to by their parents each day
-  1 in 5 parents reported concerns about their child's speech at prep (2015)



### Education

-  Prep students miss up to 4 weeks of school on average
-  Year 9 students miss over 6 weeks of school on average
-  48% of students enrol in university compared to 60% for Victoria



### Work

-  Over 300 people, 15 to 19 years, are not in education, training or employment
-  Youth unemployment rate is 9.3%  
Adult unemployment rate is 7.1% (2011)







### Family

-  1 in 5 parents with children under 15 years are unemployed
-  1 in 10 parents have a history of mental illness
-  Family drug and alcohol problems are double that for Victoria
-  Mildura ranks second highest place for family violence
-  Child protection rates are 3 times the state average
-  Out of home care is nearly double that for Victoria



### Community

-  1 in 5 children in year 7-9 are bullied
-  Our juvenile crime rate is double that for Victoria
-  Mildura is the third most socio-economically disadvantaged area in Victoria
-  Over \$25 million was lost in Mildura's poker machines in 2015

Hands Up Mallee exists to turn this data around. We want our community to be a place where everyone can be their best, where kids have a great start to life and can learn so that they thrive, where families are healthy, safe and feel like they belong.

We can change this together but we need people like you involved.

If you need help: **For emergencies dial 000** **Lifeline** 13 11 14 **Kids Help Line** 1800 551 800 **Safe Steps** 1800 015 188  
**Men's Referral Service** 1300 766 491 **Direct Line** 1800 888 236 **Your doctor** / General Practitioner

## 4. Development and Testing of the Animated Videos

As an alternative to the static infographic, the Community Conversations workgroup and the Backbone decided to develop an explanatory video that would be viewed on social media, during conversations or as part of the online survey. The intention was to create multiple ways to communicate the data so we were able to cater to various needs within the community and help people understand the data in a way that suited them.

NMCP purchased a Go Animate business account to support the process, as the software had been highly recommended by others in the partnership network.

Numerous drafts and trials of the animation were made throughout September and October 2016. The first concept was a whiteboard style cartoon explaining the data trends for our community. During testing, viewers raised concerns about the lack of ethnic diversity able to be represented in black and white line drawings. This version was found not to be appropriate for evoking emotion or explaining serious information.

The Backbone then trialed an animated data infographic in the branding colours of HUM with the same information as the static infographic. While this style of media appealed to some audiences, feedback suggested that a voice-over would make the production more engaging. One of the most difficult challenges for the team was managing the length of the animations. The video and voice-over needed to be short enough to maintain the viewer's attention, while also delivering all the required information. Feedback on the animated videos and static Infographic was received and was invaluable.

The third trial was a 'business friendly' cartoon featuring customisable characters, backgrounds and scenery. After laying out the scenes, the Backbone composed a script for one of the Backbone staff to record for the voice-over. The video was presented as a relatable narrative, starting with 900 babies being born in Mildura in 2015 and following their likely life outcomes if our social indicators did not change. The final version can be found at <https://www.youtube.com/watch?v=9KkQ0KMeUWI> and can also be viewed at [www.handsupmallee.com](http://www.handsupmallee.com)

A second animation in the style of a data infographic was also produced. This video presented the data through charts and text, with no voice over and minimal animations. This video can be found at <https://www.youtube.com/watch?v=T6Z5JsWAT6I> and also viewed at [www.handsupmallee.com](http://www.handsupmallee.com)

Both versions of the video were made available on the website and in the Survey Monkey Link so people could access the version they most preferred.

During testing and looking at the statistics after the conversation period ended, the animated cartoon version was the more effective video with over 600 views compared with 133 views for the second video.

We found that most people could relate to the animated version with the voice over and written information presented on the screen. The story was also relatable and easy to follow.



## 5. Development of the Survey Monkey Link

The Backbone spent a lot of time thinking about how the Community Conversation data would be collected, collated and analysed. It was agreed that all feedback would be collected through the same Survey Monkey link.

It was important that questions were framed in a logical, easy to understand format for participants, but also in a format that the Backbone could use to inform the emerging Common Agenda.

The survey was designed with a logic function to record if the participant was entering responses as an individual, on behalf of another person, or as a group. The same survey was able to cater for group conversation facilitators to type their notes and observations into, as well as individual responses.

All three Infographics; static and two animated videos, and the corresponding survey link was put on the Hands Up Mallee homepage and promoted through Social Media.

## 6. Development of the Engagement Plan

It was important when entering into the Community Conversation period that we mapped who we should approach to have conversations with. It was especially important to approach organisations and groups of people to ensure we were able to speak with people with lived experience – or those who are currently experiencing the issues we were talking about in our data. We also wanted to ensure we had a spread of demographics including age, sex, cultural background and postcode within our LGA.

It was therefore necessary that we create a tool that could keep track of our progress, a very fluid working document that could be updated and added to constantly. To address these needs, we created an Engagement Plan in a program called Smartsheet. The document was a very comprehensive document with 265 lines that included details of organisations, community groups and key contacts. These were split and could be filtered into eight sectors which included;

- Economic
- Education
- Families
- Family Violence
- Health professionals
- Population of Interest
- Safety
- Community Events

The document also included;

- Organisation details
- Key contacts
- A diary of notes including all contacts made with group
- The objective and level of engagement (IAP2)
- Participant description



- Conversation dates and times
- Tracking of when conversations were held
- The Backbone member responsible for each conversation
- And a feedback/evaluation/thoughts space

The Engagement Plan was a very detailed document. It was viewed like a diary, with every contact made with an organisation recorded in the Smartsheet. Two Backbone staff were given responsibilities for the Community Conversation Phase and the Engagement Plan. While all Backbone staff participated in facilitating and setting up conversations, it was critical that there was coordination across the entire process. It ensured that Community Conversations were constantly on our Backbone agenda, and was monitored closely to ensure contacts were made and followed through with and the entire process stayed on track and to time. The Engagement Plan was constantly evolving as we built more and more opportunities to expand and diversify our reach. The document and process was key to the success of the process.



## The Engagement Process

Using the Engagement Plan, the Backbone Team assigned themselves to host Conversations and approached key services to host Conversations with their clients. The Backbone approached unpacking and implementation of the Engagement Plan with absolute determination. It was our biggest priority to hear our community's voice in Hands Up Mallee. We had been working with the service sector for the previous 12 months setting up the foundations of Hands Up Mallee and Community Conversations, but we were constantly hearing from the services that we had not heard from our community and how important that was to them. This was a constant criticism of Hands Up Mallee at the time. But as an organisation, we felt that we needed to go into the Community Conversation phase well planned and this took time to achieve.

*“The Backbone approached unpacking and implementation of the Engagement Plan with absolute determination”*

Going into Community Conversations, HUM knew that we were asking people to discuss very intimate information about their lives. With this in mind, we approached Conversations and people in our community with absolute respect and humility. We were there to listen and record, never to judge or to provide our own comments. This was a skill to be learnt.

### Timeframe

Testing Phase September 2016 – November 2016

Engagement Phase December 2016 – June 2017

## Our approach to Community Conversations

### Approach with Organisations;

- Contact was made with organisations to explain the Conversation, a time was set and a Backbone member would go out and host conversations with their staff. This allowed us to hear from staff so they could contribute to the conversations.
- We would then ask staff members if it was appropriate for them to have conversations with their clients with lived experience. The facilitated conversation would act as a training for staff to have the conversation with their clients.
- This was one of our key strategies in reaching and speaking with people who are experiencing the issues we are speaking about. It was felt that because these organisations have pre-existing relationships with their clients, that people would feel more comfortable in speaking about their lives and experiences with someone they know.

#### Approach with Community Groups

- A Backbone staff would go out and host the conversations with community groups
- We would ask participants to have conversations with their neighbors, family and friends or recommend other community groups we should be speaking

On average, a group conversation would take between 40 mins to an hour.

The static Infographic was included in the Conversation Kit and was referred to after question three in the kit. As an alternative, the animated video was played at as many Conversations as we could, depending on IT available. It was presented here because we wanted to get the thoughts of community about the issues they were aware of before and after seeing the data.

To facilitate the Community Conversation we aimed to have a Backbone member act as host to ask the questions and another Backbone/staff member to scribe. We found that hosting a Conversation needed detailed attention, and it was difficult to write down exactly what the participants were saying and host at the same time. The scribe would then type the information into the Survey Monkey link immediately after the Conversation had ended. This process worked well.

## Key Forces, Tensions and Strategic Points

The Backbone team were overwhelmed with the positive response we received from groups when asking them to take part in the Community Conversations. Almost all organisations approached were happy to be involved, and there was a great sense of interest in Hands Up Mallee in general. Many people had heard of Hands Up Mallee, had seen the Facebook page or had followed the journey, so this was a positive.

Great care was taken in planning where the conversations were held. We needed to ensure the space was a safe and neutral location, therefore over the period of time we held conversations in many places from organisations meeting rooms, to classrooms, to the riverfront lawns. The time the conversations were held were directed by the group we were speaking with. It was imperative that we made ourselves available to meet after hours, especially with community groups. Some groups were able to tag us on to the end of their usual meeting whereas other conversations were held especially for this purpose.

The conversations often started quietly or hesitantly but after the second question, the energy often rose and people were more open with their responses.

At the beginning, some of the Backbone team found hosting a Conversation to be daunting. Once each member had the opportunity to do it a few times, we all developed our own style and took key points from each other and grew in confidence.

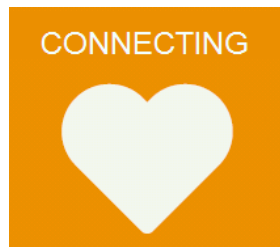
Time available was the key pressure for all involved. Services, while willing to host Conversations with their clients, found it difficult to fit in with their everyday business especially when working with clients

in crisis. This was a great concern to HUM, as working through services was how we were planning to reach those with lived experience. It was imperative that we heard from all parts of our community.

Throughout the eight month engagement period, we were tracking who we had spoken with through the Engagement Plan and through the Survey Monkey response link. We realised early on that we had not heard enough from those with lived experience, men and Aboriginal people. This then became a focus, particularly as we neared the end of the conversation process.

There were a number of organisations and key individuals who took on a leadership role in advocating for staff within their organisations to hold conversations with their clients. These services and individuals played a large part in the success of many conversations.

The Hands Up Mallee Facebook page was launched on 31<sup>st</sup> October 2016. The page steadily increased in popularity and at the end of July we have over 579 followers. Facebook is a great medium for communicating our messages. We trialled 'boosting' a post that included the animated video and link to the conversations survey and this proved to be successful in terms of views, clicks and extra likes to the page. The page is now used to communicate statistics to help raise awareness and to communicate the progress of HUM and how people can be involved. We also launched Instagram and Twitter at the same time but found that Instagram was a doubling up of content with Facebook so ceased using this account. Twitter has been great to use during our own conferences to see participants tweets, to keep abreast of other conferences that we can't attend and to network with other Collective Impact initiatives.



## Overcoming Engagement Challenges and Connecting with Community

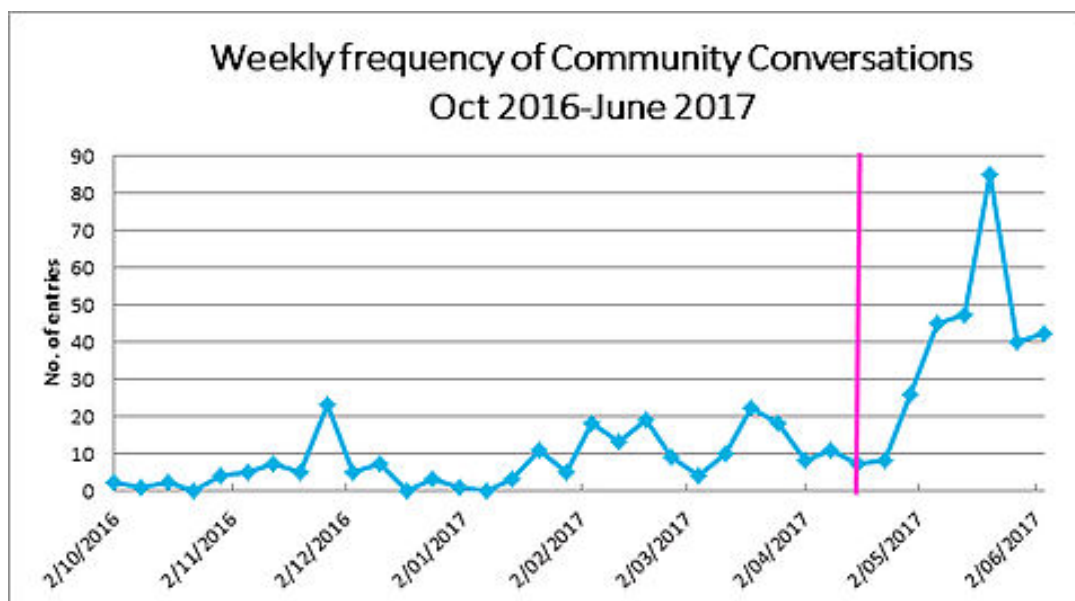
To overcome the issue of services being willing to have Community Conversations, but not having the time to actually have them, we were approached with the idea of taking on 14 Community Services second year TAFE students for their placement. The Backbone were concerned that taking on students would take more valuable time that at that point we did not have as we were so busy scheduling and hosting conversations, but we decided to go ahead with the placements as we were confident the time we put into the students would result in so many more conversations being held. They were with us from April through to June 2017.

Students were placed across 9 local services, who took on the role of managing the students and their course needs. The key purpose of their placement was to meet with their training requirements with an added intentional focus on hosting conversations. This created a mutual benefit – a task which helped them meet some of their requirements and helped to extend the reach for our Community Conversations. They also gained experience and learnings from the organisation they were placed in.

To support the students, the Backbone;

- Created a Weekly Planner that detailed what was required over their placement period
- Each Backbone staff was give 2-4 students to have weekly check ins with
- A tri weekly meeting was held where all students and Backbone came together to debrief and connect
- The Backbone also provided training on how to use Smartsheet so the students could record all conversations into the Engagement Plan so we could see the progress and contact students were making

Overall the students made a huge impact on the outcome of the Community Conversations. Below is a graph which depicts the conversations we were having each week and difference in the volume of conversations we were able to have with the students. The pink line shows when the students started with us.



A very concentrated effort was made to reach our Indigenous community. Indigenous people represent 4% of our community. Out of the 1600 people we spoke to 6% who were Indigenous which was a terrific response.

We had an overwhelming response from cultural groups within our community. We were able to work through Sunraysia Mallee Ethnic Communities Council and key Officers to connect with many of our newly arrived community groups, along with those who have been established in the community for a longer period of time. This is reflected in the overall demographics we were able to reach – see the following page for an overall summary of conversations.

It was reported back to us many times from services that the conversation process allowed for the worker and their client to discuss things they had sometimes never spoken about before. It allowed the worker to better understand their client's needs, and resulted in a very positive outcome for both. This was an un-intentional positive impact that was reported often.

It was also fed back and evident when hosting conversations that people who often had not had a voice in community, now felt as though they had one which was a very empowering experience.

Hosting these conversations was a very humbling experience. It was an honour to hear the diverse needs and experiences of people living in our community. The Community Conversation questions and approach seemed to allow for barriers to come down and people to open up easily. It was a privilege to witness and be a part of.



# HANDS UP MALLEE

COMMUNITY CONVERSATIONS- as of 21<sup>st</sup> June 2017

## DEMOGRAPHICS

### Voices Reached

**1,614**



**172**

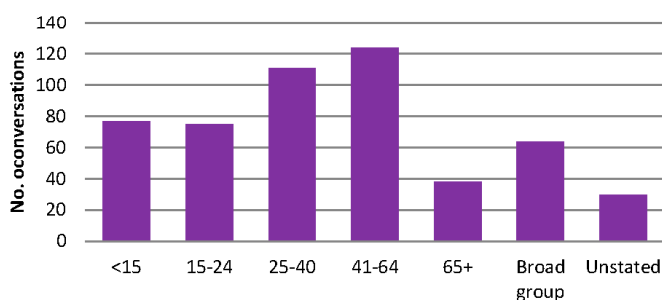


**161**

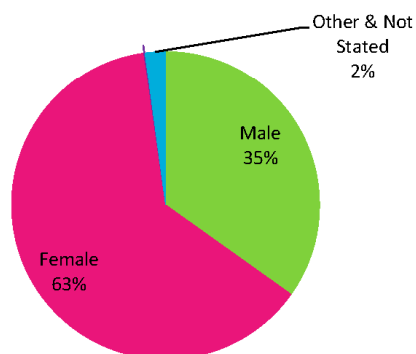


**1281**  
over 184 groups

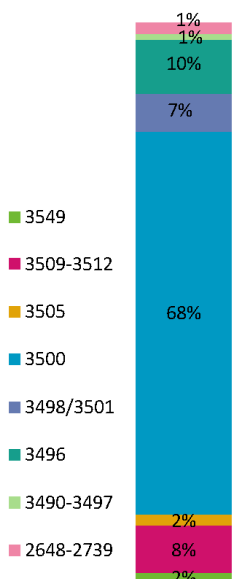
### Age spread



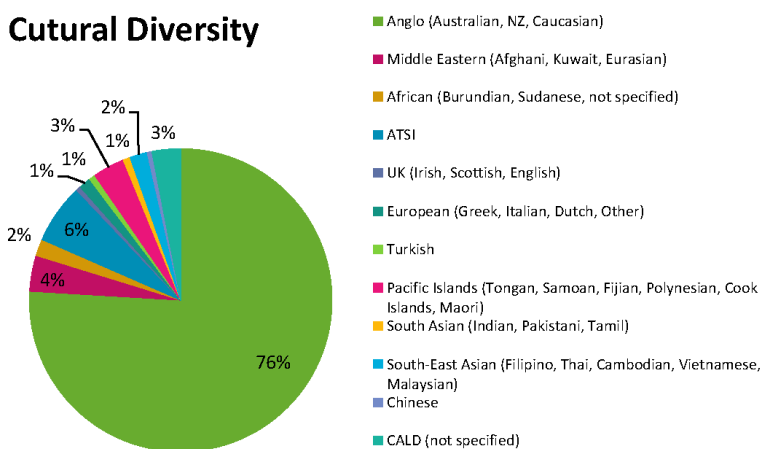
### Sex



### Post Code



### Cultural Diversity





## Conversation Analysis Methodology and Learnings

### Data Analysis Methodology

Hands Up Mallee have a second Enabling Team as part of its structure, the Research Evaluation and Measurement Enabling Team (REM). This group provides support to the HUM Initiative in these three areas. REM's objectives are to work together to:

- Develop a Shared Measurement System for Hands Up Mallee
- Develop protocols for the collection and sharing of information
- Develop a scorecard that supports and reports on the Common Agenda
- Map available data sources and gaps
- Build local capacity for the use and interpretation of data
- Promote the links between evaluation and learning
- Identify and support research for the Hands Up Mallee initiative

The REM group established a small working group to analyse the community conversations. The group sought advice from LaTrobe University about the most appropriate methodology to apply to analyse the Community Conversations and consequently adopted the Framework Method. This involved breaking down samples of responses into 'core-concepts', 'themes' and 'sub-themes' to develop a coding matrix (appendix 6) which was applied to all responses. The members of the working group cross-referenced their theming to ensure transparency and consistency. A methodology paper (appendix 7) was written to fully explain the process.

Some investigations into using NVIVO to autocode results were made, however this was abandoned as we did not have access to the level of software required nor the expertise to apply to this within the constraints of our timeframe.

The Conversations records from Survey Monkey were imported into Smartsheet and the coding matrix was applied to each response. Team members then cross-checked each other's codes to make sure nothing was missed.

From this database, frequency bar charts, graphs and key quotes were extracted and produced as visual displays for the Community Leaders Table forum on June 28<sup>th</sup> 2017. These can be viewed at [www.handsupmallee.com](http://www.handsupmallee.com)



## Key Findings from the Community Conversations

Key findings and results from the Community Conversations can be found at [www.handsupmallee.com](http://www.handsupmallee.com)

## Key Learnings from the Community Conversation Process

### The Conversations generally

- Constantly keep asking 'Are we engaging with everyone who has a stake in these issues?' If not, change the approach
- Be prepared to meet with groups after hours in their space
- Encourage teams to be ok with uncertainty
- Identify critical tensions and find a way to treat these
- Converge around shared analysis
- Keep thinking about things from an audience's point of view
- The information we received from our community through this process will be treated with the upmost respect and each voice is valued

### What we learned about the process

- Passion and responsibility is how work gets done
- The work of the heart makes us vulnerable, however hosting conversations becomes easy with good modelling and practice
- To change the conversation, change who is in the conversation i.e. talk about youth with youth
- Every Conversation sheds a different light on complexity and generates an emotional response
- Develop and test with diverse stakeholders

### What we learned about the questions

- The questions were easily understood by all demographics in our community
- We only modified questions and did not present the data when we spoke to primary school aged children
- The questions had a way of breaking down barriers and allowing people to open up and express their thoughts

### What we learned from our community

- Conversation is the way that humans have always thought together
- In communities, leadership and ideas can come from anywhere, so be open for these
- Our community is passionate, compassionate and motivated to create change



## The Hands Up Mallee Common Agenda

### Community Leaders Table

The Community Leaders Table are a group of individuals that represent community, government, organisations and business in our community. The Community Leaders Table (CLT) is an opportunity for passionate people with formal and informal networks in the community to bring fresh ideas and perspectives to the work of Hands Up Mallee. This group are the 'sense makers', the direction setters and the conduit for Hands Up Mallee into and out of community.

The Community Leaders Table;

- Make sure we hear from diverse community voices
- Bring your real life experience to tell us what the community needs
- Help us to understand what is driving community issues.
- Help us to understand our community's 'story'
- Help us to identify where to start to make the biggest change
- Make sure Hands Up Mallee is staying on the right track

In preparation to input to the Common Agenda, the Community Leaders Table came together fortnightly and undertook capacity building exercises over an ten week period. This enabled the group to be familiar with what Collective Impact is and the approach of hands Up Mallee. A staged approach to learning together was used and aimed to;

1. Build a shared commitment to work collectively for common agenda
2. Build a shared understanding of our local context
  - a. What serves our community well?
  - b. What does not serve our community well?
3. Build a shared plan for change

It is envisioned that once a common agenda is agreed on the role of the CLT will change according to the future direction and this will potentially result in changes to the existing membership and meeting logistics.

## The Common Agenda Day

The Community Conversations closed on June 9 2017 with the Common Agenda Day scheduled for the 28<sup>th</sup> June 2017.

As soon as the conversations closed, the majority of Backbone members began analysis of the Community Conversation data. This was an extremely intense time, as there was a period of only 19 days to draw analysis from the Conversations and present it in a way that would inform participants on the day and come out with a high level Common Agenda. In hindsight, more time needed to be allocated to this preliminary analysis period. Results were communicated via data, themes and quotes – further information included in the methodology section of this report

The Common Agenda Day included the Community Leaders Table, the NMCP Executive and other identified stakeholders coming together to receive results of the Community Conversations, identify our community's high level aspiration and plan our next steps.

It was made very clear on the day that the voices of our 1600 people who took part in the Community Conversations would play a pivotal role in setting our Common Agenda. The day was not about the attendee's personal agendas or opinions, it was to hear the voice of our community and turning that into our agenda.

At the conclusion of the day, the group walked away with a broad high level emerging Common Agenda to further refine which is depicted in appendix 7

## Deep Dives and Refinement of the Common Agenda

It was clear after the Common Agenda day that further analysis of particular themes was required to help understand what our community was saying which we named Deep Dives. It is anticipated that these Deep Dives will be of further use when we reach the action phase of our Common Agenda and will be of interest to community and organisations.

The Community Leaders met, discussed and communicated with each other in the month after the Common Agenda Day to help further refine our Common Agenda. It was essential that the end result resonated with the community, was informed by the Community Conversations and reflected what came out of the Common Agenda Day.

After over two years of work, the proposed Common Agenda was put to the Northern Mallee Community Partnership Executive on 16 August 2017, and was approved – see diagram below.

Those involved in the Community Conversations were absolutely committed to the process, valued the voice of our community above everything and were determined to make this a highly credible process.



# HANDS UP MALLEE COMMON AGENDA

## VISION

*A connected community where families matter and children thrive*

## PRIORITIES

The First 1000 Days (Pre-conception to 2)

Best Start to Life (3-8 years)

Young People Matter (9-14 Years)

Tread Your Own Path (15-25 years)

## GOALS and MEASURES

Coming Soon

Coming Soon

Coming Soon

Coming Soon

## SHARED APPROACHES

Citizens Supporting Citizens

Strengthening Families

## SCOPE

Prevention and Early Intervention

## References

Kania, J and Kramer, K (2011) 'Collective Impact', Stanford Innovation Review, Winter 2011.

Conversations in a Box <https://allianceforall.wordpress.com/conversations-in-a-box/>

Community Conversations in Bourke- Guidebook (2015) Adapted from the Harwood Institute for Public Innovation Sept 2015. Accessed through Kerry Graham, Collaboration for Impact, 2016.

Harwood Institute Community Conversation Kit [www.unitedway-wa.org/members/wp-content/.../CommunityConversationKit1.pdf](http://www.unitedway-wa.org/members/wp-content/.../CommunityConversationKit1.pdf)

Bohm, A. (2004) 'Theoretical Coding: Text Analysis in Grounded Theory'. In U. Flick, E. Kardoff and I. Steinke (eds) A Companion to Qualitative Research (pp. 270-275) London: SAGE Publications

Gale, N.K, Heath, G, Cameron, E, Rashid, S and Redwood, S (2013). 'Using the framework method for the analysis of qualitative data in multi-disciplinary health research' BMC Medical Research Methodology, 13:117. URL: <http://www.bioledcentral.com/1471-2288/13/117>

Richie J and Lewis, J, (ed.) (2003), Qualitative Research Practice: A Guide for Social Science Students and Researchers. London: SAGE Publications. United Way (2013) The Harwood Institute Community Conversation Kit, URL: <http://www.unitedway-wa.org/members/wp-content/uploads/2013/04/CommunityConversationKit1.pdf>

Smith, J and Firth, J (2011) 'Qualitative data analysis: the framework approach' Nurse Researcher 18 (2), pp. 52-62

Walter, M (2010), Social Research Methods. Second Edition. Oxford University Press: Melbourne.

## Appendix 1

### Collective Impact Conditions

Collective Impact recognises that large-scale social change comes from collective community effort rather than isolated policies, organisations and programs. Hands Up Mallee will generate awareness, momentum and seek commitment across our whole community to tackle the causes of our community's complex social issues together. We are bringing together individuals, non-profits, business, philanthropics and Governments to agree on and implement a plan that will make the system that serves our community meet our needs.

The Hands Up Mallee initiative is based on the five conditions of Collective Impact:

Condition	What this means in practice
<b>Common Agenda</b>	<p>Hands Up Mallee is developing a Common Agenda for change.</p> <p>This involves working with all parts of our community to develop a common understanding of the problems and a shared vision for what it will take to make progress, including:</p> <ul style="list-style-type: none"><li>- <b>A Vision</b> for an even better community</li><li>- <b>Goals</b> to achieve the Vision</li><li>- <b>Action Plans</b> that will guide achievement of the goals and</li><li>- <b>Measures</b> so we can track our progress and ensure we are making a difference</li></ul>
<b>Shared Measurement</b>	<p>We will develop a shared measurement system with common data and evaluation methods to help us plan, learn and progress. We will agree on and use a set of measures to track progress towards our goals. It will help us understand what is and isn't working and hold each other accountable for outcomes.</p> <p>Hands Up Mallee has created a Research, Evaluation and Measurement Team (REM Team) to support this work. The Team developed an initial set of data to help the service sector identify priority issues and is now working to design, develop then implement a system for all participants to measure our combined effort.</p>
<b>Mutually Reinforcing Activities</b>	<p>Our approach will ensure the activities of participants are mutually reinforcing. This means encouraging people and organisations to do the work they are best at and coordinating with others to avoid duplication and have greater combined impact. For example, the non-profit sector supporting a breakfast program in schools to support students learning.</p> <p>The structure of HUM aims to support a mutually reinforcing approach to how we work together. The Community Leaders Table brings together representatives from all Teams to maintain alignment across the initiative toward achieving the vision. Action planning is where this work will really get started and will be carefully integrated across all participants.</p>

### **Continuous Communication**

We will work to coordinate open and continuous communication between all participants so we can share, learn and adjust our approach as we go. This will build trust and ensure we have shared motivation and understanding of what we need to achieve.

The overall HUM structure aims to support and encourage continuous and open communication across all participants through: the Community Leaders Table, Communications and Engagement and Backbone Teams.

### **Backbone Support Organisation**

Hands Up Mallee has a Backbone organisation with staff to coordinate and align the efforts of all participants. It has six main functions: guide vision and strategy; support alignment of activities; establish shared measurement practices; build public will; advance policy; and mobilise funding. This role is essential for maintaining momentum and impact.

The Hands Up Mallee Backbone is a team of staff from the NMCP and Mildura Rural City Council.

Our local Collective Impact approach recognises a sixth factor for greater impact.

### **Community participation**

Hands Up Mallee recognises that the people most affected by the issues are best placed to advise on the changes needed to improve their lives. We are setting a priority of engaging meaningfully with people and involving them in decision making. This is key to understanding the root causes of our community's complex social issues and creating solutions that will work.

The next phase for Hands Up Mallee is to test the proposals in this paper with our wider community, to understand their ideas and priorities for action. We are creating a Community Conversations group to start planning and implementing this work.

The Collaboration Framework includes community member representatives on all Action Teams, the Community Leaders Table and NMCP Steering Group. These groups will have ongoing conversations with the wider community so we can adapt our Hands Up Mallee approach together and build ownership across our community.

## Appendix 2



# Hands up Mallee **Community Conversations Action Group**

Project Plan – June 2016



## About this Project Plan

This project plan provides an overview of the groundwork that the Community Conversations Action Group need to undertake in preparation for going out to community. It is also a tool to monitor and track progress of actions.

## Common Agenda

As outlined in the Hands up Mallee Directions Paper, the lightly held common agenda is based around “Children, youth and families.” Three goal areas have been identified that need to be explored and tested through community conversations;

- All children have the best start in life
- All children, youth and families live free of family violence
- All young people are educated to reach their full potential

## Purpose

To develop the Common Agenda by;

- Understanding the kind of community people want
- Sharing our local data related to ‘Children, youth and families’
- Identify our community’s most important issues after reflecting on the data
- Test Hands Up Mallee’s 3 identified goal areas
- Clarify the top priorities (shared aspirations) and Action Plan outlines

## Target Audience

**The target audience of this plan is the staff and stakeholders implementing the plan.**

The target audience for different actions will vary and may be broken down into the following areas:

- General Community: Families, Children, Young People, Elderly
- Volunteer sector: Service clubs, sporting groups, arts, festivals/events, xx
- Cultural background: CALD, Indigenous, Refugee
- Geographical location; Northern Mallee Area, Townships, Neighbourhoods, Proximity to an event/service/other
- Socioeconomic status
- Industry: Service Sector, Business Sector, Education, Manufacturing, Farming, Health
- Government: Local, State, Federal
- Media: Print, Radio, TV, Digital/Social
- Age
- Gender

## Overview of Group Tasks

### Develop:

- an approach and supporting tools for having meaningful conversations
- an engagement plan to identify participants and how we will reach them
- a process for collating and analysing the consultation feedback
- Testing and reviewing the approach and tools with community
- Supporting people who nominate to have the community conversations
- Develop Action Teams to progress work on identified goal areas

## Project Plan

Activity Summary	Actions	Key Contributors	Status
Establish Community Conversations Working Group - to develop an approach to having meaningful conversations with the wider community, including those most affected by our complex social issues	- An open invitation to join this group will be communicated to all Hands Up Mallee participants in June 2016. - Regular calls for participation / expertise may occur to support individual pieces of work e.g. to develop an infographic. - This group will work with community members for input and ideas to ensure the approach and tools developed are appropriate and effective. -	-	-
Develop community conversation approach and tools	- Identify purpose, guiding principles and timeframe of each action group	- Community Conversations Group - Backbone Team support -	-

	<ul style="list-style-type: none"> <li>- Unpack resources available on Community Conversations and explore good and poor practices from other areas</li> <li>- Run Community Conversation training to prepare facilitators</li> </ul>		
Develop engagement plan (to identify participants)	<ul style="list-style-type: none"> <li>- Undertake mapping to identify resources, identify conversation conversers, connections into target groups and admin support</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Community Conversations Group</li> <li>- Communications &amp; Engagement Team</li> <li>- Backbone</li> </ul>	-
Develop Hands Up Mallee key messages and resources	<ul style="list-style-type: none"> <li>- Create the script to be used</li> <li>- Use the Directions Paper to advise</li> <li>- The info graphic should have a risk lens, and information lens and an engagement lens</li> </ul>	<ul style="list-style-type: none"> <li>- Communications &amp; Engagement Team</li> <li>- Community Conversations Group</li> <li>- Backbone Team</li> </ul>	-
Prepare data for sharing with community (e.g. an infographic)	<ul style="list-style-type: none"> <li>- Explore visual designs</li> <li>- Select data to be presented</li> </ul>	<ul style="list-style-type: none"> <li>- Research Evaluation &amp; Measurement Team</li> <li>- Community Conversations Group</li> </ul>	-
Develop the consultation feedback collation/analysis process	<ul style="list-style-type: none"> <li>- Put in place a framework to capture, analyse and present information received</li> <li>- Question - How do we capture the context of audience experience? (their backgrounds and lifestyles will contribute to their lens of the issues presented)</li> </ul>	<ul style="list-style-type: none"> <li>- Community Conversations Group</li> <li>- Backbone Team</li> </ul>	-
Test / Implement / Review the community conversation approach and tools	<ul style="list-style-type: none"> <li>- Prepare method of engaging with community ie. Invitations, use existing links and contacts and build new relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Community Conversations Group</li> <li>- Research Evaluation and Measurement Team</li> <li>- Communications &amp; Engagement Team</li> <li>- Self-nominated organisations and individuals who will help facilitate conversations</li> </ul>	-

Commence conversations with the wider community	<ul style="list-style-type: none"> <li>- Work with Action Teams to implement the community conversations through their goal areas</li> <li>- Stay in regular contact with the Action Teams to support and monitor their community conversations</li> </ul>	<ul style="list-style-type: none"> <li>- Action Teams</li> <li>- Community Members</li> <li>- Community Conversations Group</li> <li>- Research Evaluation and Measurement Team</li> <li>- Communications &amp; Engagement Team</li> <li>- Self-nominated organisations and individuals who will help facilitate conversations</li> </ul>	-
Review findings	<ul style="list-style-type: none"> <li>- Identify our community's shared aspirations</li> <li>- Identify priority issues for action and their root causes</li> </ul>	<ul style="list-style-type: none"> <li>- Community Conversations Group</li> <li>- Research Evaluation and Measurement Team</li> <li>- Backbone Team</li> <li>- NMCP Steering Group</li> </ul>	-

## Identified Potential Risks

Potential Risk	Treatment
Leadership	
Clarity of purpose	
Take up from stakeholders to run the community conversations	
Synchronicity of the entire process	
Training	

Management of public interest	
Missing key stakeholders	

## Appendix 3



# HANDS UP MALLEE

Conversation Kit – Easy English



In this book...



...Privacy



...What is Hands Up Mallee?



...How you can help



...Answer these questions



...Other ways you can help



...If you need help



## Privacy



Everything you tell us is private



You do not need to give us your name, age etc. if you do not want to



You can stop answering questions when you want to



## What is Hands Up Mallee?

Many people in our community live with problems like



Not enough money



Homelessness



Family Violence



Mental illness



Alcohol and drug problems

Hands Up Mallee wants to change that.



We want everyone in our community to



Be healthy



Learn



Feel safe



Be their best



## How you can help

Answer the questions on the next page

Tell us what you think



On our website

[www.handsupmallee.com](http://www.handsupmallee.com)



Email us

[hello@handsupmallee.com](mailto:hello@handsupmallee.com)



Call us

(03) 5021 7671



Send it in the mail

PO Box 10184 Mildura, VIC, 3502



### Answer these questions



1: What do you love about living here?



2: What are your hopes for you and your family?



3: What are the biggest problems in this town?



4: Look at the information about our town in this kit or watch the videos at [www.handsupmallee.com](http://www.handsupmallee.com)



## Our Community Data

Our community is great, but many people live with problems like family violence, drug and alcohol use and health challenges. This is a snapshot of our community data in the Mildura Local Government Area that shows some of the issues people live with daily. (Data sources available on our website)






### Children

-  Teen pregnancy is double that for Victoria
-  1 in 5 mothers smoke during pregnancy, double that for Victoria
-  74% of babies are breastfed on leaving hospital. 50% of babies are breastfed at 3 months
-  1 in 50 children are overweight at prep and 1 in 5 are obese at 18 years
-  1 in 3 children are not read to by their parents each day
-  1 in 5 parents reported concerns about their child's speech at prep (2015)





### Education

-  Prep students miss up to 4 weeks of school on average
-  Year 9 students miss over 6 weeks of school on average
-  48% of students enrol in university compared to 60% for Victoria



### Work

-  Over 300 people, 15 to 19 years, are not in education, training or employment
-  Youth unemployment rate is 9.3%  
Adult unemployment rate is 7.1% (2011)







### Family

-  1 in 5 parents with children under 15 years are unemployed
-  1 in 10 parents have a history of mental illness
-  Family drug and alcohol problems are double that for Victoria
-  Mildura ranks second highest place for family violence
-  Child protection rates are 3 times the state average
-  Out of home care is nearly double that for Victoria



### Community

-  1 in 5 children in year 7-9 are bullied
-  Our juvenile crime rate is double that for Victoria
-  Mildura is the third most socio-economically disadvantaged area in Victoria
-  Over \$25 million was lost in Mildura's poker machines in 2015

Hands Up Mallee exists to turn this data around. We want our community to be a place where everyone can be their best, where kids have a great start to life and can learn so that they thrive, where families are healthy, safe and feel like they belong.

We can change this together but we need people like you involved.

If you need help: **For emergencies dial 000** **Lifeline** 13 11 14 **Kids Help Line** 1800 551 800 **Safe Steps** 1800 015 188  
**Men's Referral Service** 1300 766 491 **Direct Line** 1800 888 236 **Your doctor** / General Practitioner



5: What problem should we work on first?



6: Why is this problem happening?



7: How can we make this better?



### Other ways you can help



Talk to people about the questions in this book

- Friends
- Family
- Work mates
- Neighbours



Tell others about Hands Up Mallee



Get information from our website  
[www.handsupmallee.com](http://www.handsupmallee.com)



If you need help



For emergencies dial 000



Lifeline 13 11 14



Kids Helpline

Kids Help Line 1800 551 800



Safe Steps 1800 015 188



Men's Referral Service 1300 766 491



Direct Line 1800 888 236

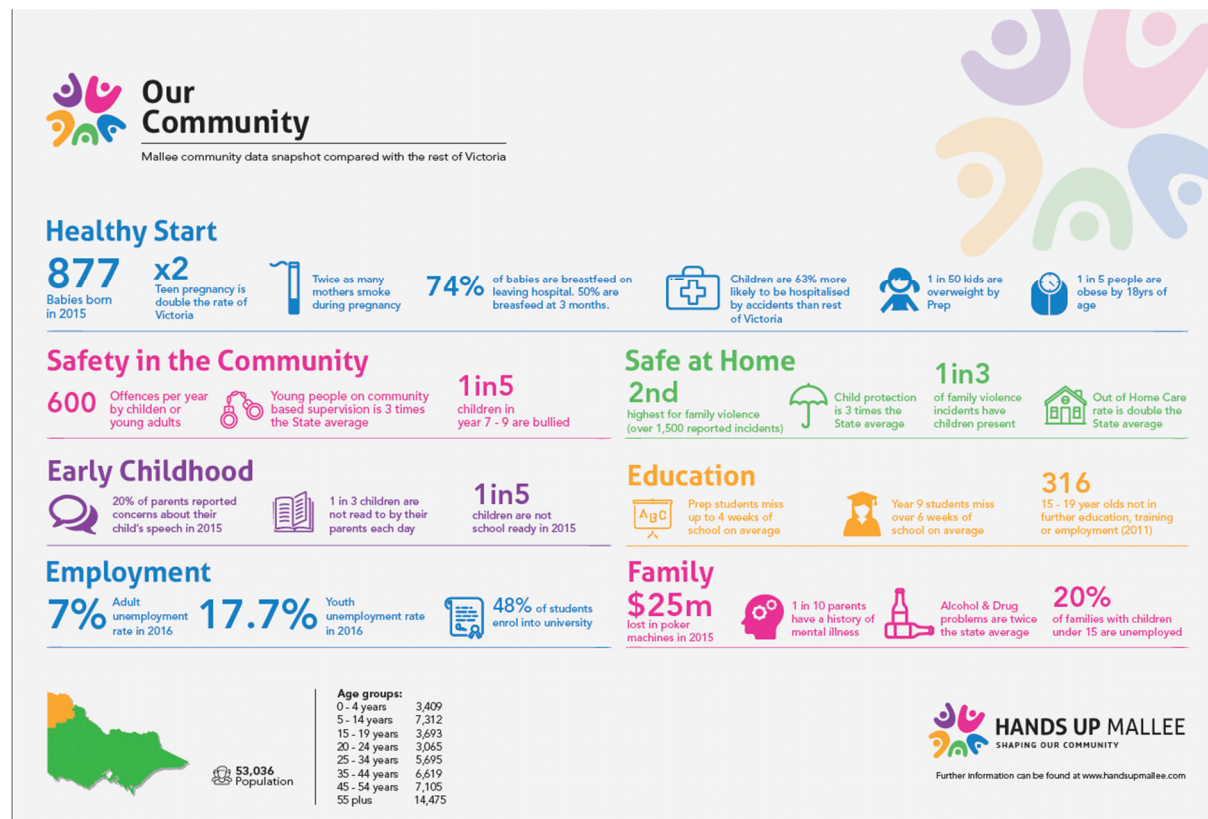


Your doctor / General Practitioner

## Appendix 4

### Initial HUM Infographic

The below infographic was put through a testing phase and edited extensively.





## Appendix 5

# Methodology Paper

## HANDS UP MALLEE COMMUNITY CONVERSATIONS: RESEARCH AND ANALYSIS METHODOLOGY

### BACKGROUND

Our community data indicates that despite our best efforts, many people continue to live with complex social problems like unemployment, family violence and substance abuse. Hands Up Mallee exists to change that.

We can change our community's story if every part of our community works together to make the system better for everyone. That means organisations, businesses, governments, community groups and individuals joining their effort, resources and energy toward the same community goals (Kania and Kramer, 2011).

From November 2016 to June 2017, Hands Up Mallee facilitated a series of community conversations to capture the community's passions, aspirations, concerns and solutions to understand how we can improve the lives of those living in our community.

### PARTICIPANTS

- Non-representative sample. Intended to sample the diversity of the community. Emphasis on reaching people with 'lived experience' of social disadvantage, such as clients of family support services, housing services.
- Convenience sample: People with links to HUM willing to participate at the time
- Self selected:
  - Via social media campaigning
  - Snowball effect
- Targeted when gaps in representation to be filled (Walter, 2010; 123-141).

### PHASES

**August-Nov 2016:** Development and testing of Conversation Kit, Guide and Survey and Stakeholder Engagement Plan The design was based on the Harwood Institute's Community Conversations Guide (United Way, 2013) and adapted for the Mallee, taking inspiration from the community of Bourke's adaption (Community Conversations in Bourke, 2015).

**November 2016-June 2017:** Collection phase

**May-June 2017:** Analysis Phase

**June-July 2017:** Reporting phase

## METHODOLOGY

- Qualitative- interested in *what* the assets, aspirations, concerns and ideas of our community are, and *how* we can leverage off them.
- Inductive, iterative. We learn as we go.
- One off. Not intended to be replicated.

## METHODS

### Data Collection:

- Surveys (Completed individually online)
- Interviews (One-on-one conversations)
- Focus groups (Group conversations hosted by facilitator)

### Data Collation

- Individual surveys are entered directly into a Survey Monkey
- Interview and Focus Group notes are taken during the conversation, and for the sake of consistency, entered into the same Survey Monkey link.
- The data is then transferred from Survey Monkey into a Smartsheet Matrix ready for the thematic analysis.
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### Data Analysis:

Hands Up Mallee adopted a Framework Approach to thematic analysis (Smith and Firth, 2011; Gale et al, 2013), informed by Grounded Theory (Bohm, 2004). The framework approach was chosen due to its suitability for analysing cross-sectional descriptive data (Smith and Firth (2011; 53), transparency through teamwork (Richie and Lewis, 2003) and the clear audit trail from raw data to final synthesis (Gale et al, 2013; 6).

The process involves scanning the data set to identify patterns in responses and working together to create codes (themes) and categories (sub-themes), repeating the process as understanding of the data adapts.

**Step 1: Scan data set.** Hands Up Mallee has assigned a small team to scan and analyse the data set. This ensures a common understanding and reduction of individual bias. The group will take a sample of 30 responses at a time to develop, test and refine the process.

**Step 2: Identify initial codes.** Each member of the team will review the set of 30 responses and assign a 'code' or 'theme' that encapsulates the meaning of the response.

*Code: A descriptive label that is assigned to excerpts of raw data- in this case, a community conversation response (Gale et al, 2013, 2)*

**Step 3: Populate initial categories.**

*Categories: During the analysis process codes are grouped into clusters around similar and interrelated ideas or concepts (Gale et al, 2013; 1)*

The Code, or Initial Theme, is then grouped with other similar themes to begin developing an overarching category.

**Step 4: Scan again**

**Step 5: Refine categories.** Based on the refined understanding from the additional data scan, the categories are condensed into broader statements that encapsulate a wider range of codes.

**Step 6: Refine themes.** Based on the refined categories, more accurate ways of interpreting the responses emerge and a new refined theme is assigned to the response.

*The team works together summarising and synthesising the range of entries by refining initial themes and categories until the “whole picture” emerges (Gale et al, 2013; 56).*

**Step 7: Summarise into an overarching ‘Core Concept’.** At the conclusion of the coding and categorising, related themes will be organised under overarching ‘core concepts’. Examples of Core Concepts may be ‘Safe and Secure’ or ‘Economic Participation’. The resulting core concepts will inform the overarching vision and priority areas for the Hands up Mallee Common Agenda.

**Step 8: Sort and filter complete data set in Nvivo.**

## **ETHICAL CONSIDERATIONS AND RISK MANAGEMENT**

### **Collection Phase:**

Confidentiality and privacy statements (view on Conversation Kit at [www.handsupmallee.com](http://www.handsupmallee.com)) were available on the cover of the conversation kits.

Conversation participants were briefed on purpose and intended use of the data and informed that they could withdraw at any time. During the conversations, the facilitator or scribe or repeated the responses back to participants to ensure accuracy of note taking. Following the completion of conversations, participants were asked if they would like to receive feedback and results.

The conversations were aided by an animation showing a selection of Mildura LGA’s social indicators. As some of the statistics could have caused distress, a disclaimer was shown at the beginning of the video. A list of help resources was also available at the end.

Where the full breadth of subject matter was considered inappropriate for the audience, the data was not shown and the questions were reworded to omit sensitive discussion.

### **Analysis Phase**

The largest consideration to make in relation to the data analysis was to avoid individual bias and ensure transparency in the process. Working as a team to identify and categorise themes served to reduce individual bias (Bohm, 2004; 271).

## **LIMITATIONS**

- Time sensitive
- Not representative of the whole Mildura LGA

- Potential inconsistency in framing of questions and input of information due to the number of collectors

## REFERENCES



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Walter, M (2010), *Social Research Methods*. Second Edition. Oxford University Press: Melbourne.



## APPENDIX 1: VISUAL MAP OF COLLATION PROCESS

## APPENDIX 2: EXAMPLE CODING MATRIX

Response Text	Initial themes	Initial categories	Refined categories	Refined themes	Core concept
"We need to teach people how to raise their kids properly"	-Parenting skills -Parenting capacity -Raising children -Parenting roles -Support for parenting	-Increasing parenting capacity	-Parenting	-Parenting capacity	Building community capacity and engagement

<b>“People don’t know where to get help”</b>	<b>-Unaware of services</b>	-Promotion of services -Capacity to understand the system	-Service navigation	-Service promotion	
<b>“Kids not going to school”</b>	<b>-School attendance</b>	-School engagement	-School engagement and attendance	School attendance	

## Appendix 6



**HANDS UP MALLEE**

### COMMUNITY CONVERSATIONS THEMATIC ANALYSIS MATRIX

CATEGORY	THEME	RESPONSE EXAMPLES
ENVIRONMENT	Built environment EA	Infrastructure and Planning EA1
		Transport, roads, buildings, shops, skate park, sporting clubs, water park
	Natural Environment EB	Accessibility and choice EA2
		Everything you need is close by, easy to get around
	Lifestyle EC	Spaces and places EB1
		Parks, bushland, River, agricultural areas River, fishing
	Sustainability ED	Weather and climate EB2
		Sunshine, warm, weather, climate, temperature
		Connected to country EB3
		Traditional land
COMMUNITY	Culture and Identity CA	Country Lifestyle EC1
		Peaceful, relaxed, friendly, small, quiet, close, outdoor lifestyle
		Geographic Location EC2
		Distance from city, remoteness
		Climate change ED1
		Endangered species, flood, drought
		Clean and Green ED2
		Pollution, clean air, clean water
		Sustainable Practices ED3
		Renewable energy, conservation
		Animal Welfare ED4
		Animal abuse, introduced species
		Cultural Diversity CA1
		Multiculturalism, racism, range of cultures
		Place-based identity CA2
		"We don't live in the shadow of capital cities", we know who we are
		Accessible communication CB1
		English classes for new arrivals, easy English documents, interpreters
		Accessible transport CB2
		Buses at the right times, cheaper transport, train
		Cost of living CB3
		Can't afford, too expensive, free
		Disabilities CB4
		Wheelchair access, equal opportunity, diagnosis
		Housing and Homelessness CB5
		Homelessness
		Food security CB6
		Breakfast programs, knowing how to cook, nutrition, access to produce
		Generational cycles CB7
		Cycle of poverty, culture of poverty, intergenerational
		Opportunities CB8
		Opportunities
		Family relationships CC1
		Time with family, family breakdown
		Parenting CC2
		Parenting capacity, parenting role, home environment
		Teen pregnancy and parenting CC3
		Young mothers, teen pregnancy
		Carers CC4
		Foster carers, young carers, caring for disabilities, aged carers
		Sense of Community CD
		Community spirit, knowing people, connectedness
		Social cohesion CE1
		Inclusiveness, fractured community, tolerance, acceptance
		Empathy CE2
		Understanding others, not judging, acknowledging others
		Recreation and social life CF1
		Activities, events, entertainment, hobbies, things to do
		Technology and social media CF2
		Phones, computers
		Aspirations CG1
		I hope my children have a better life than I did, self-esteem, dreams
		Attitudes and Values CG2
		Gender roles, stereotypes
		Behaviours CG3
		Laziness, greed
		Empowerment CH1
		Taking responsibility, accepting help
		Leadership CH2
		Standing up for others, advocating
		Participation in the community CH3
		Being involved, contributing to society
		Social Awareness CH4
		Raising awareness, getting the facts
		Social emotional capacity and life skills CH5
		Coping skills, emotional maturity
		Helping others CH6
		Supporting others, community support, helping each other
SYSTEMS	Service System SA	Early Intervention SA1
		Starting early, falling through the gaps
		Choice, Access and Quality SA2
		Quality, options, gaps, availability, cost
		Navigation and awareness SA3
		Understand the system, knowing where to go
		Growth/Thriving SB2
		Growing, thriving, better, development
		Financial Security and Literacy SB3
		Income, wages, financial management, budgeting
		Industries SB4
		Farming, food bowl, tourism, agriculture
		Employment SB5
		Pathways, lack of, readiness, work experience, opportunities
		Best Start for Early Childhood SC0
		Kindergarten, playgroups, early childhood dev, maternal child health
		Programs SCP
		Literacy and Numeracy SCP1
		Social Emotional SCP2
		Coping skills, problem solving
		Healthy relationships and sex ed. SCP3
		Consent and communication, realities of parenting, safe sex
		Life skills SCP4
		Not just academics, but law, budgeting, cooking
		Valuing Education SCI
		Understanding the importance of education, encouraging education
		Engagement and Attendance SC2
		Missing school, truancy, not attending, disengaged
		School/Family partnerships SC3
		Families involved in schooling, communication with parents
		Completion and sufficient SC4
		Getting an education, finishing school, graduating
		Quality and Adaptive Design SC5
		Cookie cutter, school design, different learning styles
		Support for vulnerable SC6
		Special needs, students falling behind, learning support, student welfare
		Access and Affordability SC7
		Cost, availability, tertiary options, moving away for study
		Mental Health SD1
		Depression, suicide, stress
		Protection, promotion and management SD2
		Obesity, cancer
		Gambling SD3
		Prevention, disease management, healthy eating
		Substance use and addictions SD4
		Drugs, ice, methamphetamine, smoking, alcohol, drinking, gambling, marijuana
		Wellbeing SD5
		Healthy, happy, well
		Policy and Legislation SE1
		Laws, policies
		Funding SE2
		Funding for programs, funding for infrastructure, investment
		Ideology/Alignment SE3
		Voting trends, political parties, conservative, safe seat
		Attention/Involvement SE4
		"Off the radar", lack of government attention, too much government control
		Child safety SF1
		Child protection, child abuse, childhood accidents
		Family violence SF2
		Domestic violence, perpetrator, victim, survivors
		Bullying and harassment SF3
		Bullying, cyber-bullying, workplace bullying, harassment, peer pressure
		Public safety SF4
		Crime, crime rates, violence, safe neighbourhoods, gangs
		Justice and policing SF5
		Surveillance, police presence, legal system, penalties

## Appendix 7

# EMERGING COMMON AGENDA



Vision	Citizens supporting citizens to support families to thrive
Goals	Citizens actively support citizens
	Families are resilient and supported
	Everyone who wants a job has one
	Best start for life & flexible learning education system
Actions	Continue to engage with community
	Continue to understand data
Measures	TBA
Values	Empowerment, wrap-around, family centered, disrupt system, advocate

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