

## Minutes

### Meeting of the SWMPF Working Group on Social Planning

**9.30am – 11.30am, Thursday 17 September, 2015**  
**Department of Local Government and Communities**  
**140 William Street, Perth**

**Acting Chair:** Karin Mac Arthur (SWMPF)

**Participants:** Yayoi Ikeda (Research and Evaluation Officer, Department for Local Government and Communities); Michael Bosley-Smith (Manager Research and Evaluation, Department for Local Government and Communities); Jane Brinsden (Librarian, Fre-info community information service, City of Fremantle); Chloe Lawrence (Community Development Officer, City of Cockburn) Robert Shaw, SMYL Community Services); Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit); Kellie Bennett, (Community Development Coordinator, City of Melville) Jenni Gordon, (SWMPF)

**Apologies:** Jennifer Valesini (Senior Project Officer - Community Engagement, City of Fremantle); Angela Zeck (local resident); Jennifer Snell (UnitingCare West)

#### **1. Welcome, introductions and apologies**

The working group was delighted to meet at the offices of Michael and Yayoi in Perth, which provided state-of-the-art equipment to present the excellent service map they have developed on the group's behalf.

#### **2. Volunteer to take minutes:**

Karin Mac Arthur and Jenni Gordon

#### **3. Approval of minutes meeting 20 August 2015**

The minutes were approved without change.

#### **4. Business arising from previous minutes**

All business covered in the meeting's agenda items.

#### **5. Map presentation by Michael Bosley Smith and Yayoi Ikeda, Department of Local Government and Communities**

Yayoi gave a very comprehensive presentation on the service map that she has developed, using the data provided by the three Local Government representatives. Yayoi has clearly and comprehensively documented all the

steps taking in cleaning and categorisation of the data. This has been a very laborious process for all parties involved. Yayoi's documenting of the process will help enormously in facilitating future data sharing initiatives of this kind.

Jane noted that the City of Fremantle did not use the same system as the other two local governments (Lincs) because it is was not sufficiently flexible for its purposes.

The service map, which uses Google map, provides a very user friendly tool to identify the number and location of human services across the three local government areas. It covers a total of 782 human services.

The group discussed ways in which they could build on and update the current map (which is a snap shot of services in May this year). Michael suggested the Country Local Government Fund and, possibly, LandGate.

The group expressed its tremendous appreciation for all the work that Michael and Yayoi had undertaken and for their support of our project. They have enabled us to reach a considerable milestone, which could not have been done without them. Karin invited them both to present to the SWMPF Leadership Group meeting as this map is a tremendous outcome for the SWMPF as a whole. Given the enormous work undertaken by the local government representatives in particular, Karin invited all members of the working group to also participate in this presentation to the Leadership Group.

Note: It had been envisaged that the map would provide the geographical coverage of each service; however, this has not been possible because the information is not currently available and would require the providers of all 782 services to provide this data. Robert noted that the issue of coverage could be explored with My Community Directory, if they are contracted to build service map directory (see item 7 below). Karin noted that the gapping exercise was one of the key requests of the SWMPF social planning day in May 2014 and she would therefore explore alternative approaches. The issue of accessibility of services is critical and we can only assess the accessibility of a given service if we know what area it is funded to cover.

**Actions:**

- Michael and Yayoi to be invited to present to the SWMPF Leadership Group.
- All working group members will also be invited to the SWMPF Leadership Group meeting to participate in the presentation.
- Jenni to look at different options for updating and maintaining the data.
- Karin to look at alternative approach to enable the working group to identify service gaps.

## **6. Communication campaign to raise awareness of available services**

Megan reported on interviews she had held at the Willagee Community Centre. As discussed at the last meeting, she and Jennifer are seeking feedback from potential service users and a sample of service providers to inform the working group's communications campaign next year. The feedback will assist the working group in understanding how people currently source information about services, clients are referred to other services, whether they would find a service map of benefit, and how do they prefer to access information (e.g. online, face to face and so on).

Megan highlighted her key findings so far as follows:

- People need to have human interaction.
- People are reluctant to refer to a service they do not know. They need to have confidence in the service provider.
- People need to be able to print out information on a given service.
- We must ensure we assist in streamlining information sources rather than adding to the number of possible sources to be accessed.

### **Actions:**

- Jennifer to present recommendations on behalf of the communications sub-group (Megan will be on LSL) at the next meeting.
- Jenni to explore options for printing from current service map and/or SWMPF online directory.

## **7. Update on service map directory**

Robert has been undertaking a huge amount of research since the last meeting, when Anson presented to the group. This further research was required because the product being proposed by Anson did not provide sufficient value add to the existing SWMPF online directory for the amount quoted.

Robert went back to Anson and also met with representatives from My Community Directory to see what would be the best way forward. Whereas Anson is proposing what is essentially a closed website, My Community Directory (MCD) provides a shared information platform, of which we would be a part. MCD would also provide a number of other valuable functions, such as a Group Member Networking portal, Service Linker (whereby services could track client's service usage) as well as access to other common use public datasets. MCD would also be available in print form.

Given that the additional functions provided by My Community Directory are beyond the scope of the current project, Karin recommended that MCD be invited to present to an upcoming Leadership Group and a decision be taken at that time.

In the meantime, Karin suggested that we see how the WA launch of MCD goes (scheduled for Mental Health Week – 4 October) and that we get references from people using this product (Ruah, SCF). Karin also asked Michael to seek feedback from counterpart department in QLD.

The working group expressed its great appreciation for the work Robert has undertaken on this issue.

Note: Any decision to proceed with MCD would first require the 3 local governments to agree to sharing their data.

**Actions:**

- Karin/Jenni to seek references from Ruah and SCF re MCD.
- Michael to seek feedback from counterpart department in QLD re MCD.
- Pending the successful WA launch of the MCD and positive references, MCD to be invited to present to future Leadership Group meeting.

**8.SWMPF Annual Review feedback**

This item was deferred to the next meeting.

**9.Action Plan**

Has been updated to include the actions of today's meeting.

**10.Any other business**

- Karin spoke about the amazing sponsored ride that Robert is undertaking to raise funds for Alzheimer's Australia. Members expressed interest in learning more – the link is therefore provided here: <https://wineandhorses.everydayhero.com/au/robert>
- Many thanks to Michael and Yayoi for hosting our meeting – and the excellent morning tea.

**11.Next Meeting**

A couple of people are unable to attend the next scheduled meeting on 15 October. Jenni will send out some alternative dates to see if the meeting should be changed.

**Action:**

- Jenni to seek members' feedback on alternative meeting date.

### Social Planning Working Group Action Plan (as at 24 August 2015)

Outcomes	Action	Task	Timeframe	Responsibility	Indicator
Information re all human services in the three LGAs is easily and publically accessible in one location, together with any gaps and duplications	Appoint service map builder	-Michael and Yayoi to present map to Leadership Group.	October	Karin, Michael and Yayoi	Service providers report increased accessibility of information relating to services offered in the region, including duplications and gaps (qualitative)  Residents report increased accessibility of information relating to human services available in their community (qualitative)
		-Jenni to look at different options for updating and maintaining the data	October	Jenni	
		-Karin to identify alternative approach to enable working group to identify service gaps.	October	Karin	
		SWMPF funding to be secured and design workshop to be arranged.	October	Karin, Jenni and Robert	



Social profiles are developed for target communities within the 3 LGAs	Community Profiles completed  Location of the completed profiles	-Karin to look into the most appropriate location to house/host the completed profiles.	Completed  Completed		Development of community profiles providing comparable data across the 3 LGAs (qualitative)
Communications campaign to raise awareness of available services	Create a communication s task team.  Obtain initial feedback from stakeholders to inform communication campaign	Develop draft communications plan to promote the directory.  Jen and Megan to hold interviews with at least one community centre in each LGA and PIR service providers.	Completed  Feedback and recommendations to be presented to working group meeting in October 2015	Jennifer, Megan and Angela  Jennifer, Megan and Angela	Service providers report increased awareness of human services offered in the region (qualitative)  Residents report increased accessibility of information relating to human service available in their community (qualitative)
Consumers demonstrate increased understanding of human services	Information for residents – in terms both of availability and accessibility (of	Trial communications campaign to raise awareness of services in three sample sites (Davis Park, Willagee and South Lake)	February 2016	To be decided	Residents report increased accessibility of information relating to human service available in their community



 Not-for-profit organisations

 Government  
(local, State and Commonwealth)

 Business

 Community

 Philanthropy

available in the region	language)				(qualitative)
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