Minutes

Meeting of the SWMPF Working Group on Social Planning

9.30am – 11.30am, Thursday 20 August, 2015
St Patrick's Community Support Centre
12 Queen Victoria Street, Fremantle

Chair: Jennifer Valesini (Senior Project Officer - Community Engagement, City of Fremantle)

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

Apologies:
Chloe Lawrence (Community Development Officer, City of Cockburn)

Visitors: Dr Amma Buckley (Curtin University); Peter Andrew (Anson)

1. **Welcome, introductions and apologies**

2. **Minute taker:** Karin Mac Arthur and Jenni Gordon

3. **Approval of minutes meeting 18 June 2015**
   The minutes were approved without change.

4. **How we are going to measure the impact of our project: Dr Amma Buckley, Curtin University**
   Amma presented the draft program logic that has been developed to evaluate the SWMPF Social Planning project together with the proposed data collection methods. These documents were circulated to the working group last month in order to ensure all members had the opportunity to review these before the meeting.

   Amma explained that the proposed evaluation framework and data collection methods had been developed with a view to what was realistically achievable within the existing project the time frame. This included limiting the sample size of surveys and focus groups.

The working group approved the program logic and proposed evaluation methods, subject to one addition. This was in relation to the questions to be asked of working group members regarding the effectiveness of the collaboration. They are now also to be asked what resources their organisations have contributed to the SWMPF project (including in kind).

Karin thanked Megan Milligan for her valuable assistance in developing the program logic.

Action: Karin/Amma to add question in program logic (relevant to all SWMPF projects) to determine amount of resources each member has contributed (including in-kind).

5. **Business arising from previous minutes**
   All business covered in agenda items.

6. **Communication campaign to raise awareness of available services**
   Jen distributed prior to the meeting a comprehensive paper outlining the proposed communications plan that she and Megan had kindly developed on behalf of the working group. The purpose of this communication is to obtain feedback from a group of sample service providers and potential service users in order to inform our communications campaign to be undertaken in the new year.

   Jen and Megan will be approaching at least one community centre in each LGA to find out how they currently source information about services, how they refer clients to other services, whether they would find a service map of benefit, and so on.

   The group approved the communications plan, suggesting one additional question be asked; that is, how potential service users prefer to access information (eg online, face to face and so on).

   The group thanked Jen and Megan for all their work on this.

   Action:
   - Jen and Megan to hold interviews and collect feedback from the identified community centres/service providers and report back to the working group at the next meeting.
   - Jenni to provide Jen and Megan with DL cards promoting the SWMPF online directory asap.

7. Service Mapping update
Refer item 10.

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

9. SWMPF Annual Review feedback
This item was deferred to the next meeting.

10. Green Book App presentation
Peter Andrew, General Manager at Anson Management Consulting, who developed the Green Book directory for WAAMH/WANADA, gave a presentation on the steps involved in developing a service directory map and the questions to be considered.

Peter stressed the need to keep the maintenance and sustainability of the directory at the forefront of all considerations. Also, to keep the initial product as simple as possible and then expand it in accordance with the feedback received from users. The hosting of the website is also critical.

Peter recommended that the group produce a website that is so well designed that it can be read in any size and on any appliance (thereby avoiding the need for an app).

The first step in this production of this directory is to design it. The actual design would take approximately 2 days. This design workshop could be held prior to the completion of the data sets. Once the data is ready, Peter gave the following time-frames for website development.
- 2-4 weeks for the design work to be completed
- 4-6 weeks for the building and testing phase

A tentative date for the design workshop was set for Thursday 3 September, pending formal approval of funding.

Michael has agreed that both the data and the customisation document will be ready for our next meeting on 17 September.

The group thanked Robert for all the research he has undertaken on behalf of the working group to progress this project.

11. Any other business
Many thanks to Robert and SMYL for hosting our meeting.

South West
Metropolitan
Partnership
Forum

Not-for-profit
organisations

Government
(local, State and
Commonwealth)

Business

Community

Philanthropy

12. Next Meeting

The next meeting will be held on Thursday 17 September at the Department of Local Government and Communities, where Michael and Yayoi will show us the much-anticipated map!

Address: Gordon Stephenson House
Level 2, 140 William Street
Perth WA 6000

Public entry on Railway Lane at 140. Enter from Murray St Mall between Cotton On and Forever New (opposite Target). Working group to assemble at the main reception area on Level 2 (**See map below).**
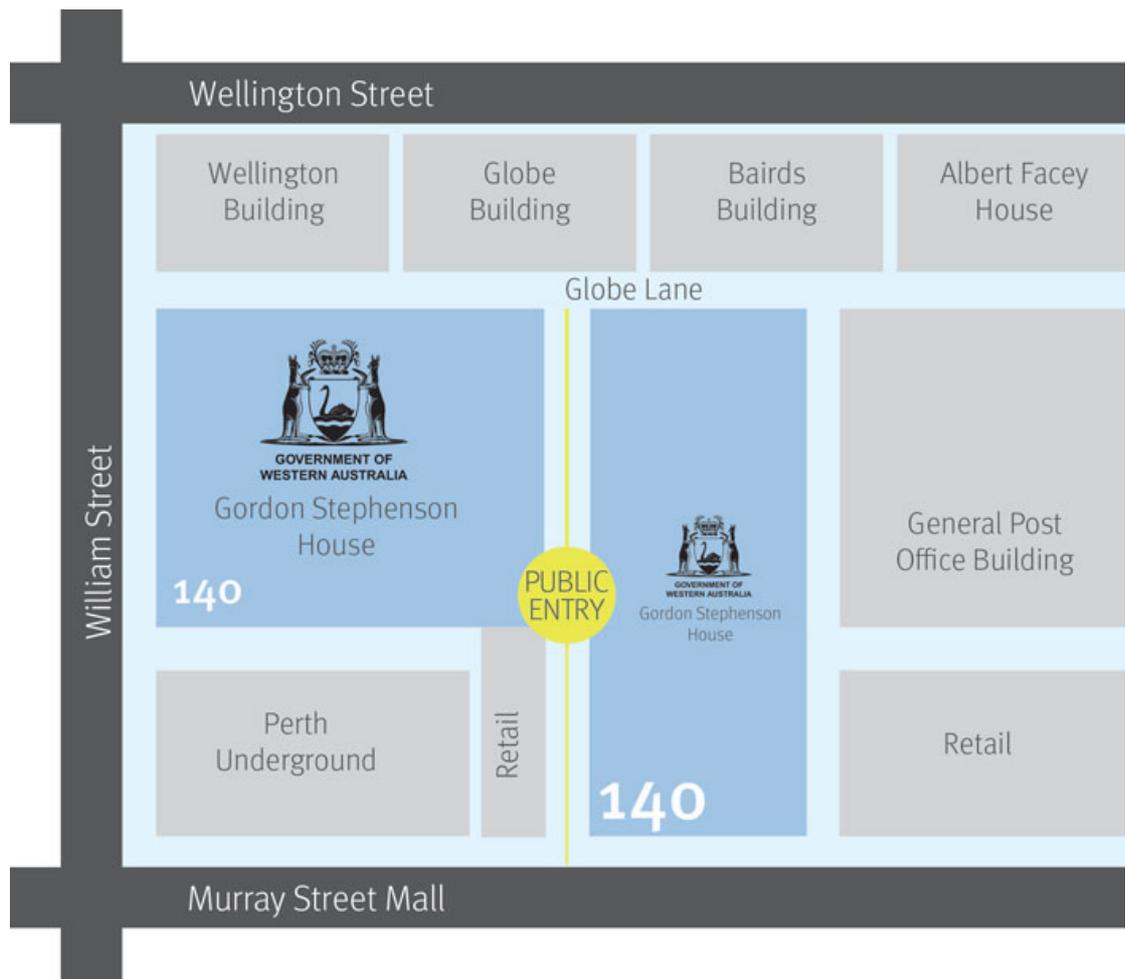
Social Planning Working Group Action Plan (as at 24 August 2015)

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	Formatting raw data for input into the map.	-Chloe and Kellie to be in contact with Lincs regarding outstanding data categories. -Chloe and Kellie to manually cleanse available data. -Jane to get all the Fremantle data ready before she goes on leave. -Yoyoi to look at all data before she goes on leave on 8 June.	Completed To report back on progress at next meeting. Completed	Chloe, Kellie, Jane 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)
	Research appropriate 'plug-ins'.	-Robert to look into appropriate 'plug –in' and produce an example of what can be done to enhance the map and develop the software to build an online community directory app.	Completed	Robert	

South West Metropolitan Partnership Forum

Not-for-profit organisations

Government (local, State and Commonwealth)

Business

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Philanthropy

	Appoint service map builder	SWMPF funding to be secured and design workshop to be arranged.	First week of September	Karin, Jenni and Robert	
Social profiles are developed for target communities within the 3 LGAs	Community Profiles completed		Completed		Development of community profiles providing comparable data across the 3 LGAs (qualitative)
	Location of the completed profiles	-Karin to look into the most appropriate location to house/host the completed profiles.	Completed		
Communications campaign to raise awareness of available services	Create a communications task team.	Develop draft communications plan to promote the directory.	Completed	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) |
| | Obtain initial feedback from stakeholders to inform communication campaign | Jen and Megan to hold interviews with at least one community centre in each LGA and PIR service providers. | Feedback and recommendations to be presented to working group meeting in September 2015 | Jennifer, Megan and Angela | |

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Consumers demonstrate increased understanding of human services available in the region	Information for residents – in terms both of availability and accessibility (of language)	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 (qualitative)