

Minutes

Meeting of the SWMPF Working Group on Social Planning

9.30am – 11.30am, Thursday 21 May, 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); Chloe Lawrence (Community Development Officer, City of Cockburn); Michael Bosley-Smith (Manager Research and Evaluation, Department for Local Government and Communities); Yayoi Ikeda (Department for Local Government and Communities); Jenni Gordon, (SWMPF and PIR program); Robert Shaw, SMYL Community Services); Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit); Angela Zeck (local resident); Karin MacArthur (SWMPF Community Partnership Broker)

Apologies: Kellie Bennett, (Community Development Coordinator, City of Melville); Nadine Hicks.

1. Welcome, introductions and apologies

Karin advised that Nadine had recently left St Pat's to take up a position with Fremantle Multicultural Centre. She is hoping to be able to continue on the working group.

Michael Cordery has left MedicareLocal. Karin has contacted the CEO to request another representative.

2. Minute taker: Jenni Gordon

3. Approval of minutes meeting 16 April 2015

The minutes were approved without change.

4. Business arising from previous minutes

5. Service Mapping Update

Michael Bosley-Smith (Department for Local Government and Communities) provided an update on the data gathering process. As it currently stands the data is not in a useable format.

Discussion

1. September is a possible date for completion of the map. Once Michael has the data it is a very quick process to generate a simple map. However, a map with additional functionality will take more time to progress.
2. In order for the map to be representative of the coverage of services in the region, coordinate information will need to be made available in the raw data format to be inputted into the system.
 - Coverage is an important feature given that the overall purpose of the map will be for identifying gaps and duplications in services within the region.
3. The issue of maintenance was raised again. It was acknowledged that for a directory to be relevant it must be current and up to date. It is hoped that if the product turns out well the local governments might see its value and provide funds for its ongoing maintenance. However, the issue of maintenance will be parked for now.
4. It was suggested that we may be able to buy a plug-in device which could create an online directory through the merging of the CVS platform and the online directory.

Actions

- Cockburn and Melville are liaising with Beverley from Lincs. They now have the raw data in specific categories set out on 10 spreadsheets. Chloe and Kellie are in the process of manually standardising the raw spreadsheet data.
- There are currently no latitudes and longitudes indicated on this raw data. This is an important category for the purposes of coverage. Chloe and Kellie will continue to liaise with Beverly at Lincs to see if this type of information can be provided.
- Definitions of the geographic areas need to be decided on in order for the end product to be able to indicate coverage.
- Yayoi is going on leave on the 8th June and she will be back in July. During this period it is hoped that the raw data will be transformed into data that is standardised and can be inputted into the map. She will have a look at the data again before she leaves so that any additional data requests can be followed up whilst she is away.
- Robert will look for an appropriate off-the-shelf directory (plug-in) and then put together an example of what could be done (by July).

6. Communications campaign to raise awareness of available services

Discussion

1. It was decided that October will be the cut off point to decide which product we are going to be marketing (i.e. will it be the map with additional functions or will it be the online directory as it stands).
2. The campaign to raise awareness will try to tap into existing residents' forums and events.

- Three sample sites will be chosen, one in each local authority, where we will run the awareness raising campaign and measure impact.
- We will select a few services to measure awareness.

Actions

- Jennifer, Megan and possibly Angela will get together and develop a communications plan.
- Launch communications strategy early next year with planning to take place during the next three months.

7. Community Profile Availability

Discussion

1. The plan is to place the community profiles on the website. The purpose of the profiles is to support services with information pertaining to those areas.
2. Chloe has concerns about the online placement of the profiles. She works with residents associations and does not think that it would necessarily be good for morale for residents to see their community singled out.

Action

- Karin will go back and re-look at the profiles to see how these might be located on the SWMPF website but without risking offending residents or devaluing the areas. She will contact people out of session with her findings.
- If the profiles are to go up on the website then an explanatory note will be included stating that their intended use is for social planning purposes only.

8. Action Plan

Jenni to update in light of actions agreed at the meeting.

9. Next Meeting

18th June 2015 City of Cockburn

10. Other business

Jane will be on leave from the 24th September until January. She will get all her work done before she leaves.