

Minutes

Meeting of the SWMPF Social Planning Working Group

9.30 am – 11.30am, 19 February 2015
City of Cockburn

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

Participants: : Jane Brinsden (Librarian, Fre-info community information service, City of Fremantle); Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit); Jennifer Snell (Manager, Supported Accommodation Services, UnitingCare West); Nadine Hicks (Manager, Corporate Services, St Patrick's Community Support Service); Angela Zeck (local resident); 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)

Apologies:

Robert Shaw (Skills for Education and Employment Administrator, SMYL Community Services); Karin MacArthur (SWMPF Community Partnership Broker); Damien Connolly (Provider Support – Aged Care, Fremantle Medicare Local)

1. Welcome

2. Volunteer to take minutes: Jane Brinsden

3. Approval of the minutes of meeting of 18 December 2014
Minutes were approved without change

4. Business arising from the minutes of 18 December 2014

- No information yet received from Michael Bosley-Smith regarding the vacant houses project in Melbourne nor from Mel Croke regarding state housing occupancy rates in the 3 LGAs.
- The Updated Terms of Reference document.
- The working group was happy with the revised document.
- Jane confirmed that the categories to be used for the Mapping project were agreed to by the 3 LGAs

Action:

- Michael will send information out to members of the working group.
- Karin to follow up with Mel regarding outstanding information

5. Service Mapping Project Update

Robert Shaw and Jane Brinsden met with Michael and Yayoi in February to work out a plan to progress the mapping project.

Michael outlined the process of the mapping project:

- Collection of data: LGAs to send the data to Yayoi. Jane has already met with Yayoi and sent some data as a test to see if the data is in an appropriate format for mapping. Acceptable file formats for data can be xml, excel or csv.
- Review of Data:
Yayoi will review data and get back to LGAs
- Mapping the data
The timeframe it will take to map the services depends on the data. More will be known after the initial phase of data collection.
- Assessing gaps and duplications of services from the map.

Actions:

- Yayoi will contact the LGAs – Kelly from Melville and Chloe from Cockburn regarding data collection.
- Yayoi will provide a sample of the mapping, possibly at the next meeting.

General discussion followed about the data for area coverage of each service which may not be provided by the service provider. More work may need to be done by the LGA's to get this information from each provider. This information is essential for mapping the gaps and duplications.

A discussion also took place with regard to who the end user of the mapping project is intended to be. The general consensus was that it is both service providers and public users. The working group has since been advised (out of session) that this is not the case and that the intended end users of the mapping

project are service providers and not members of the public. This is because the primary purpose of the mapping and gapping exercise is to inform service planning. However, it is hoped in due course to be able to build on this exercise to develop a 'my community service' map for use by residents.

6.Draft communication plan for online directory

General approval was sought from the members to proceed with the design of a fridge magnet to advertise the directory plus a DL sized card, using SWMPF branding.

Actions:

- It was decided to that it would be best to hold off on the marketing of the online directory whilst the mapping platform is being developed.
- General discussion of how to develop a marketing strategy for promoting the online directory and mapping project. Perhaps test on focus groups, hubs or current services. Should the information be provided as a magnet, an app? Also language and literacy issues must be considered with any marketing undertaken.
- The working group has since been asked (out of session) to give feedback on the idea of developing a fridge magnet to advertise the service directory to all residents in the 3 LGAs (this will include the contact numbers for the relevant officers in the 3 LGAs).
- Feedback is also sought on the potential production of a DL card to complement the magnet, with wording along the lines of the document received.
- This feedback has been requested by the 27th February.

7.Any other business

Marion Fulker, chair of the Future Freo Committee will be meeting with Karin and Dylan Smith, from Fremantle Foundation to discuss possible support to the working group through UWA research team.

Next meeting:

The next meeting of the working group will be held at City of Fremantle on Thursday 19 March at 9.30 am.