

## Minutes

### Meeting of the SWMPF Working Group on Social Planning 10.00am – 11.30am, Thursday 15 September 2016 St Pat's, 12 Queen Victoria Street, Fremantle

**Acting Chair:** Jenni Gordon (SWMPF)

**Participants:** Chloe Butt (Community Development Officer, City of Cockburn); Jane Harwood (Regional Coordinator, WA Primary Health Alliance); Judy Walls (Executive Director, SWMPF)

**1. Welcome and apologies:** Robert Shaw (SMYL Community Services)

**2. Volunteer to take minutes:**

Chloe Butt

**3. Nomination for a new Chair:**

Jane Harwood was nominated and elected as new Chair of the group.

**4. Priority area for Stage 2:**

**Priority 1: Use the SWMPF Service Directory as a feedback mechanism to establish where service needs exist**

The group discussed liaising with My Community about feedback mechanisms and agreed to set up a meeting with Brenton/Andrew to get them to explain the back end of the system so as to better understand the functionality and capabilities of the system. Understanding the functionality would potentially enable the group to provide relevant planning information to service providers.

**Action:** Jenni to liaise with Brenton/Andrew

**Priority 2: On-going promotion of the SWMPF Service Directory**

- The group agreed to keep the previous media campaign ticking over and to review and promote this every 3 months.
- Promotion could continue through Councils, media releases, posters & DL's
- Fresh mail out of the DL Cards to service providers and promote free training on using and updating the directory
- Mail out to residents too

**Action:** Jenni to send through updated marketing plan

**Priority 3: Develop and promote training on the use of the SWMPF Service Directory with both SWMPF membership and listed service providers**

- By meeting with Brenton and Andrew the group hoped to gain a better understanding of the system so as to deliver service provider training. As a result of delivering the training it is hoped that providers will not only keep their details up to date but also promote and use the directory. The group agreed it would be useful to know if My Community has a manual or guide for using the system.
- The group discussed the possibility of making the training into a webinar rather than having to organise large scale workshops. The webinar could then be kept on the website/directory for people to use and could include 2 versions- client and service provider.
- The idea of creating the webinar as a learning tool was also raised and if this is something SMYL would be interested in.

**Action:** Jenni to speak with Robert about webinar idea

**5. Other Business:**

The group discussed the importance of obtaining some baseline data for the use of the directory, so as to effectively assess if the promotion and training is successful. Google analytics was suggested as a way to see the number of visits to the site. It was agreed that the group would also check this with My Community as well.

**Next Meeting:**

20 October 2016 - City of Cockburn Administration Building, 9 Coleville Crescent, Spearwood.