

## Minutes

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

**9.30am – 11.30am, Friday 16 October, 2015  
City of Fremantle, 8 William Street, Fremantle**

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

**Participants:** Jennifer Snell (UnitingCare West), Angela Zeck (local resident), Tania Heyne (Librarian: Young People's Services, City of Fremantle); Jenni Gordon, (SWMPF)

**Apologies:** Kellie Bennett, (Community Development Coordinator, City of Melville); Chloe Lawrence (Community Development Officer, City of Cockburn) Robert Shaw, (SMYL Community Services); Jane Brinsden (Librarian, Fre-info community information service, City of Fremantle); Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit)

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

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

Jenni Gordon

#### **3. Approval of minutes meeting 17 September 2015**

Four of the attendees were not present at the last meeting. The approval of the minutes was therefore deferred to the next meeting. .

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

All business covered in the meeting's agenda items.

#### **5. Service mapping update**

Jenni will continue to explore the different options available to progress the map into a service directory for both service providers and the general public. The data represented on the map that was created by Yayoi and Michael is not 'live' and as such is not able to be updated and maintained. It is anticipated that through the creation of a directory we will be able to maintain the integrity and relevance of the data.

The directory/map will be geared towards service providers but will also be available for use by the general public. It should be user friendly and printable. The focus group component of the communication campaign will be aimed

towards establishing what the needs of service providers are in relation to directory use.

### **Action**

- Jenni to continue to look at different directory/map options.

### **6. Service gaps**

It is envisaged that the directory/map once established could be used by planners or service providers to help identify locations where there are gaps in service provision. The map will therefore be a platform that will assist others in their analysis of service gaps.

### **7. Communication campaign**

We will continue seeking feedback from service providers and community centres 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, how clients are referred to other services, whether they would find a service map of benefit, and how they prefer to access information.

In terms of the promotion of the directory/map we should look to piggy back on already existing information chains for the general public e.g. the three LGA's newsletters. For the promotion of the directory/map for service providers it is hoped that we would be able hold a forum/s in which to present the directory/map as well as use this event for networking purposes.

### **ACTION**

- Jenni to conduct a focus group with PIR support facilitators and Angela to conduct a focus group at the South Lake Ottey Family & Neighbourhood Centre. These groups will be conducted in order to establish how service providers currently source information about services, how they refer clients to other services, whether they would find a service directory/map of benefit and how potential service users prefer to access information (e.g. online, face to face and so on).

### **8. Next meeting**

19<sup>th</sup> November, St Patrick's Community Support Centre, 12 Queen Victoria Street, Fremantle

### **10. Any other business**



All working group members are invited to the SWMPF Leadership Group meeting (6<sup>th</sup> November 2015), to hear the presentation of the map by Michael and Yayoi. Venue- Willagee Community Centre, Corner Archibald and Winnacott Streets, Willagee. The presentation will be at 10:00 am for 15 minutes.

### 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.	November	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	November	Jenni	
		-Group to identify alternative approach to enable working group to identify service gaps.	November	All	
		SWMPF funding to be secured and design workshop to be arranged.	November	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 November 2015	Jennifer, Megan and Angela  Jennifer, Jenni 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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