

Minutes

Meeting of the SWMPF Working Group on Social Planning 9.30am – 11.30am, Thursday 23 June, 2016 City of Melville, 10 Almondbury Road, Booragoon

Chair: Joanna Arbel (Strategic Communications Advisor, City of Melville)

Participants: Jenni Gordon (SWMPF); Jane Brinsden (Librarian, City of Fremantle); Robert Shaw (SMYL Community Services); Chloe Butt (Community Development Officer, City of Cockburn)

Apologies: Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit)

1. Welcome and apologies

2. Volunteer to take minutes:

Joanna Arbel

3. Approval of minutes of meeting 26 May 2016

The minutes were approved without change.

4. Business arising from the minutes

- Robert has progressed the idea to use the directory in SMYL's computer literacy/numeracy training program. The response seems to have been positive in principle with a timeline of two months to develop the program once the project starts.
 - The program will be developed as an additional platform essentially operating like an interactive PowerPoint presentation with audio, video and a quiz.
 - The platform should be able to sit on the SWMPF homepage for easy access.

Other items were covered under agenda items 5 and 6.

5. Communication campaign update

Jenni and Joanna provided an update of the communications plan implementation.

- Jenni will try and arrange monthly activity reports to monitor activity on the site. These will be shared at the working group each month to decide if more promotion is required. The current activity report indicates there was a jump following the launch.

- Jenni distributed the 3 LGAs with posters and DL brochures and relevant LGs confirmed they had been distributed through their systems as per the communications plan.
- The Launch email was sent to service providers and SWMPF membership on Monday 30 May.
- Media release was issued on Thursday 2 June.
- LGAs are continuing to promote the directory in their newsletters and through their social media networks and via any other opportunity available in each LG area
- Once SMYL will use the directory as part of their computer literacy training program. This may also provide a media opportunity.
- Jenni has presented to inter-agency groups including the CMF Youth Inter-Agency Forum and will continue to do so at other opportunities.

Actions:

- Jenni to continue to present the directory at other opportunities
- LGS to continue to seek out opportunities to promote the directory
- Jo to extend the communications plan to include the “ongoing” plan and include future opportunity of the literacy program is launched

7. The way forward post June 2016

As Karin Mac Arthur is retiring from her role, the 1 July planning day has been temporarily postponed until her replacement is on board.

Likely the planning session will be held in August where the SWMPF membership will agree the priority focus of our collaboration for the next 12 months.

There was general discussion of the working group’s possible directions:

- The group questioned the feasibility of a gap analysis. This is most likely a huge and vast undertaking and not realistic for a ‘year’ based timeline. This project could also raise potential issues around funding conflicts due to the complex nature of such an exercise.
- The group again discussed the ongoing challenge of ensuring awareness of the SWMPF and its achievements among the executive of member organisations in particular. In terms of the ‘way forward’ this level of buy-in and involvement at a strategic level may be fundamental to future planning.
- The group identified social inclusion through employment as a potential area to explore. There could be opportunities to connect schools and other

agencies that provide 'volunteer hours' with Human Resource areas and local government members volunteer resource centres to consider possible avenues for matching volunteer work hours to organisations that need and can support them.

Actions:

- All group representatives to encourage others from their organisation to attend the planning day

8. Any other business

No other business arising.

Next Meeting:

Pending the planning day. Jenni to advise the group.