

Minutes

Meeting of the SWMPF Working Group on Social Planning 9.30am – 11.30am, Thursday 26 May, 2016 SMYL, 56 Marine Terrace, Fremantle

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

Participants: Jane Brinsden (Librarian, City of Fremantle); Robert Shaw (SMYL Community Services); Karin Mac Arthur (SWMPF)

Apologies: Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit); Chloe Butt (Community Development Officer, City of Cockburn); Jenni Gordon (SWMPF)

1. Welcome and apologies

2. Volunteer to take minutes:

Karin Mac Arthur

3. Approval of minutes of meeting 28 April 2016

The minutes were approved without change.

4. Business arising from the minutes

This was covered under agenda items 5 and 6.

5. Directory update

Karin advised that Jenni Gordon was now satisfied that the key concerns raised by members in relation to the accuracy of data contained in the directory had been addressed by MCD. The group agreed that we should now proceed with the launch of the directory.

Given that MCD have been creating additional data sets from ABN numbers, it is possible that further errors may be detected once service providers check their entries. However, these should be easily fixed. Service providers will be asked to deal directly with MCD to correct any inaccuracies (this can be done easily through the 'report incorrect information' function provided against each listing).

Karin advised that MCD had finally acknowledged that the data provided to them was not imported – as they advised they would do - but was in fact manually inputted, accounting for the large number of errors that the group had detected.

Action:

- Any spelling errors to be communicated directly to MCD using the 'Report incorrect information' icon against each service listing. In the event of more complex issues, these should be referred to Jenni, who will raise with MCD.

6. Communication campaign - timeline

Joanna went through the comprehensive communications plan she had developed and the following was agreed:

- Jenni to provide the 3 LGAs and SMYL with posters and DL brochures by COB Monday 30 May.
- Launch email to service providers and SWMPF membership to be issued on Monday 30 May. Email to include copy of the poster as an attachment in addition to electronic launch poster
- MCD will monitor hits on the directory from the time the email is issued to service providers.
- Media release to be issued on Thursday 2 June. This will be accompanied by a photograph of City of Melville staff using the directory.
- The LGAs will then promote the directory in their newsletters and through their social media networks and via any other opportunity available in each LG area
- The LGA reps and Robert will present on the directory within their organisations.
- SMYL will use the directory as part of their computer literacy training program. This may also provide a media opportunity.
- Jenni will kick off the presentations to inter-agency groups with the CMF Youth Inter-Agency Forum later in June.
- Karin/Jenni will advise participants at the SWMPF event for inter-agency groups and SWMPF membership on 22 June about the directory and offer to provide presentations to inter-agency groups.
- Karin and Jenni will develop a schedule of presentations to inter-agency groups and will share this with the members of the working group in case any members would like to participate in or lead these presentations.

Actions:

- Jenni to distribute brochures and posters by Monday 30 May and arrange for the promotional email to be sent to service providers as well as SWMPF membership.
- Jenni to ensure that the email includes the poster as an attachment.

- Jenni to arrange with MCD to monitor activity on the site and provide a weekly activity report for the first four weeks and thereafter on a monthly basis. (If possible generated automatically and delivered to Jenni's email) These activity reports are to be shared with the working group to monitor use and understand of more promotion is required.
- Jo to update the communications plan and provide to Karin so that this can be distributed with the minutes.
- Karin to add sentence in media statement acknowledging the assistance of the DLGC in the development of the directory and provide DLGC with a copy of the media statement.
- Robert to progress use of directory in SMYL's computer literacy training program.

7. The way forward post June 2016

Karin advised the group that the DLGC had confirmed continued funding of \$200,000 for the FY 2016/17. There would be no further funding available and the SWMPF needed, therefore, to be self-sustaining within the next 12 months.

All the working groups as well as the Leadership Group and Steering Committee will be disbanded on 30 June, which marks the end of Stage 1. A planning session has been scheduled for the morning of 1 July when the SWMPF membership will agree the priority focus of our collaboration for the next 12 months.

Karin asked the working group to consider – and discuss within their organisations – what the focus of the social planning project should be. It is hoped that this project will continue given the importance of data sharing and related collaborative initiatives among the 3 LGAs. She requested that suggestions for priority projects be discussed at the group's June meeting.

An initial discussion reflected the group's continued interest in undertaking a gapping exercise, notwithstanding the fact that this would require all services to be contacted individually. This was also reflected in the evaluation discussions.

The group also raised the ongoing challenge of ensuring that awareness of the SWMPF and its achievements is shared among all staff of member organisations, rather than the knowledge being vested only in the organisations' representatives. Karin confirmed that this would be raised at the planning day.

The selection criteria for the working groups will be amended subject to the decisions taken at the planning day. It is essential that the SWMPF build on the lessons learnt during stage 1 by, for example, ensuring that only those people who are actively interested and engaged in the projects participate in the working groups.



Not-for-profit organisations



Government
(local, State and
Commonwealth)



Business



Community



Philanthropy

8. Any other business

No other business arising.

Next Meeting:

9.30 – 11.30, 23 June 2016. Jenni to ask Chloe about the possibility of meeting in Cockburn.