

Minutes

Meeting of the SWMPF Working Group on Social Planning 9.30am – 11.30am, Thursday 28 April, 2016 St Pat's, 12 Queen Victoria Street, Fremantle

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

Participants: Megan Milligan (Senior Health Promotion Coordinator, South Metropolitan Population Health Unit); Jane Brinsden (Librarian, City of Fremantle); Jenni Gordon (SWMPF); Chloe Butt (Community Development Officer, City of Cockburn); Kellie Bennett (Community Development Coordinator, City of Melville); Robert Shaw (SMYL Community Services)

1. Welcome and apologies: No apologies

2. Volunteer to take minutes:

Chloe Butt

3. Evaluation Focus Group: The focus group was conducted by Amma Buckley from Curtin University as part of the SWMPF's project evaluation.

4. Approval of minutes of meeting 24 March 2016

The minutes were approved without change.

5 & 6. Business arising from previous minutes and Directory Update:

- Jenni followed up regarding the possibility of data reversal and was informed by My Community Directory (MCD) that this was not possible.
- Concerns were raised over errors in the directory including wrong sub-categorisation and spelling mistakes. Jenni has flagged these with MCD.
- The group also discussed solving the problem of the data integrity given that the data isn't as up to date as it was when first collated. The group discussed going through the system to ensure everything is correct and up to date and the potential for the LGA representatives to do this. It was indicated that this would be a large undertaking and may take some time for this to be completed.
- The group also discussed the possibility of a directory administrator in the future (this could be someone who moderates the site). Jenni said that within the set-up of this directory the responsibility for keeping information current rested with the service providers themselves.
- It was also decided that the group would wait until after June to see if the SWMPF had continued funding before finding a new community representative to join the group.

Action:

- Jane and Megan to send through records they have found that need amending to Jenni who would then pass these amendments on to MCD.

7. Communications & Action Plan

Joanna outlined the communications plan and noted that this would be carried out in stages, first to the service providers and then to the broader community.

The group decided that due to ongoing issues with the integrity of the directory data, it was too soon to move forward with the communication campaign and we would wait until these issues had been resolved.

Joanna also highlighted that the collateral material for this plan was ready and the relevant media departments from the 3 LGA's had been made aware of the communication campaign. The new launch date for this was proposed for June 2016.

Action:

- Jenni to speak to Karin about when to start the Communications Campaign in regard to the Evaluation of the SWMPF project as a whole.

8. Other Business:

The group discussed the future of the project, given that funding for the current project concluded at the end of June. Jenni informed the group that a business case for the whole of the SWMPF project had been completed and put forward for additional funding. They were now just waiting to hear if the funding was going to be awarded.

Next Meeting:

26 May 2016- SMYL Offices