







TOGETHER WE CAN HELP OUR CHILDREN THRIVE!



# By working collaboratively with community members and service providers to build capacity

Connecting Community for

So that the children of Cockburn & Kwinana thrive and achieve the same level of development as children in the Perth region

#### WHO WE ARE

Connecting Community for Kids is a collective impact initiative developed to empower parents, children and professionals in the communities of Cockburn and Kwinana to improve childhood outcomes.

Working collaboratively with Government agencies, service providers and community groups; we aim to make a lasting difference in the lives of children pre-birth to eight and their families.

#### OUR AIM

The ultimate goal of Connecting Community for Kids is for young children in Kwinana and Cockburn to have the same level of physical, social, emotional, communication and language development as the Perth



Metropolitan Area by 2024, based on the outcomes of the Australian Early Development Census (AEDC).

Connecting Community for Kids is intended to complement, connect and support what is already working in the communities of Cockburn and Kwinana. We provide an effective centralised and neutral environment for planning that can support communities to achieve clear outcomes for young children. We aim to build capacity and empower the community to ensure our youth remain on a path of becoming promising, contributing members of society.

### OUR STRUCTURE

Connecting Community for Kids is supported by the generosity of the Woodside Development Fund and is auspiced by Child Australia.

The Collective Team is the backbone of the Initiative and is responsible for the delivery of the communities goals and outcomes. The Collective Team's primary purpose is to guide community vision and strategy; and support aligned activities and established shared measurement practices. Our team consists of a Partnership Director, Community Facilitators for both Kwinana and Cockburn, Communications & Engagement Officer, Data the voice of this project. Manager (through partnership with Telethon Kids Institute) and Community Assistant.

The Initiative is supported and overseen by a group of early childhood leaders from Government agencies and not-for-profit service providers that volunteer their expertise. This brings together a core group of people who are passionate about the needs of children in their early years.



#### WE NEED YOU

Community engagement and input is vital to the success of the Collective, and we would like to see many **Cockburn** and **Kwinana** residents become

If you are passionate about the early years and would like to be a part of improving outcomes for children in **Kwinana** and **Cockburn**, please add your voice to our Decision Making Groups.

### OUR GOVERNANCE STRUCTURE

#### OUR HEART

Children, families and community are at the heart of this Initiative, with collective impact providing the governance model to support community conversations, raise awareness and harness support for change.

#### WHAT IS COLLECTIVE IMPACT?

Collective impact involves the commitment of a diverse group of people to a common agenda or solving a specific social problem to achieve long term significant social change. Collective impact works through many gradual improvements over time as it involves community as partners (co-creators) in shaping the future. To create a foundation, culture and practice of working in partnership, community engagement strategies are regularly undertaken and data continues to be collected and collated. The information gathered is used to inform lines of enquiry for continued community conversations and support the development and implementation of circuit breakers and our Roadmap for Change. Collective working can create positive and lasting outcomes for young children in Cockburn and Kwinana.

John Kania & Mark Kramer first wrote about collective impact in the **Stanford Social Innovation Review** in 2011 and identified five key elements:

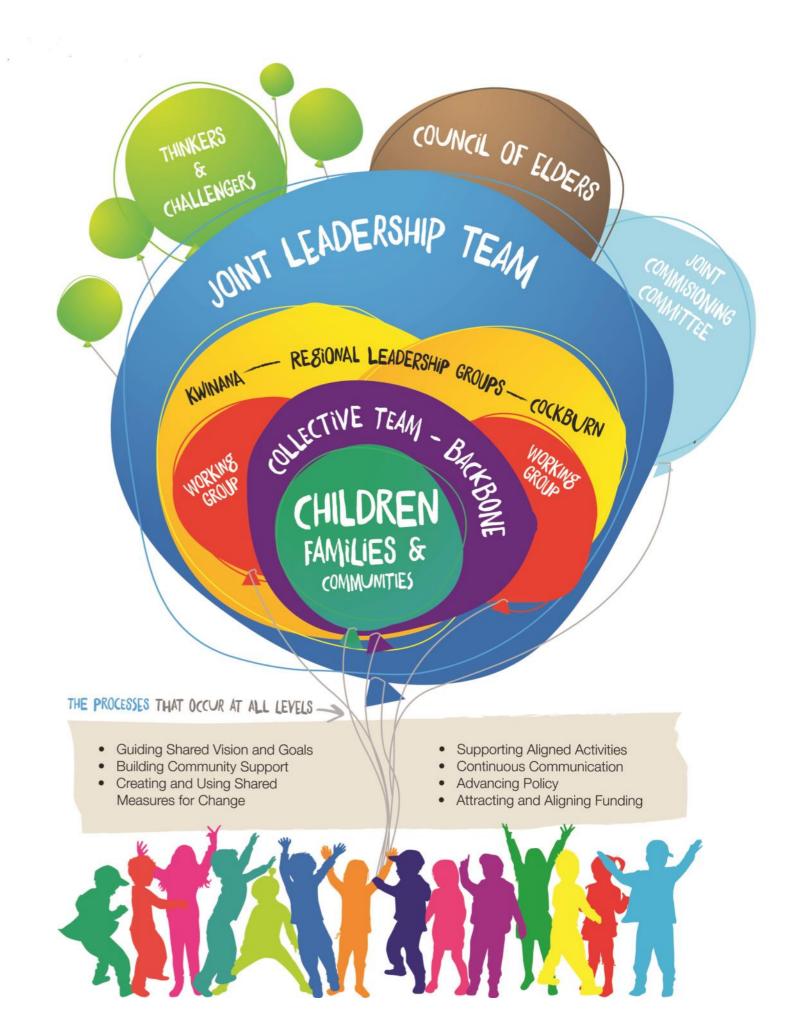
- 1: All participants have a **common agenda** for change including a shared understanding of the problem and a joint approach to solving it through agreed upon actions.
- 2: Collecting data and <u>measuring results consistently</u> across all the participants ensures shared measurement for alignment and accountability.
- 3: A plan of action that outlines and coordinates **mutually reinforcing activities** for each participant.
- 4: Open and <u>continuous communication</u> is needed across the many players to build trust, assure mutual objectives, and create common motivation.
- 5: A <u>backbone organisation(s)</u> with staff and specific set of skills to serve the entire initiative and coordinate participating organisations and agencies.

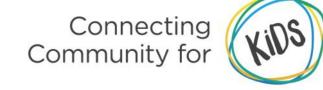
Source: http://www.collaborationforimpact.com/collective-impact/

Mark Cabaj & Liz Weaver have now developed Collective Impact 3.0, providing 6 major evolutions:

- 1: From a managerial paradigm to a movement building paradigm
- 2: From continuous communication to authentic engagement
- 3: From common agenda to shared aspiration
- 4: From shared measurement to strategic learning
- 5: From mutually reinforcing activities to a focus on high-leverage opportunities
- 6: From backbone support to a container for change







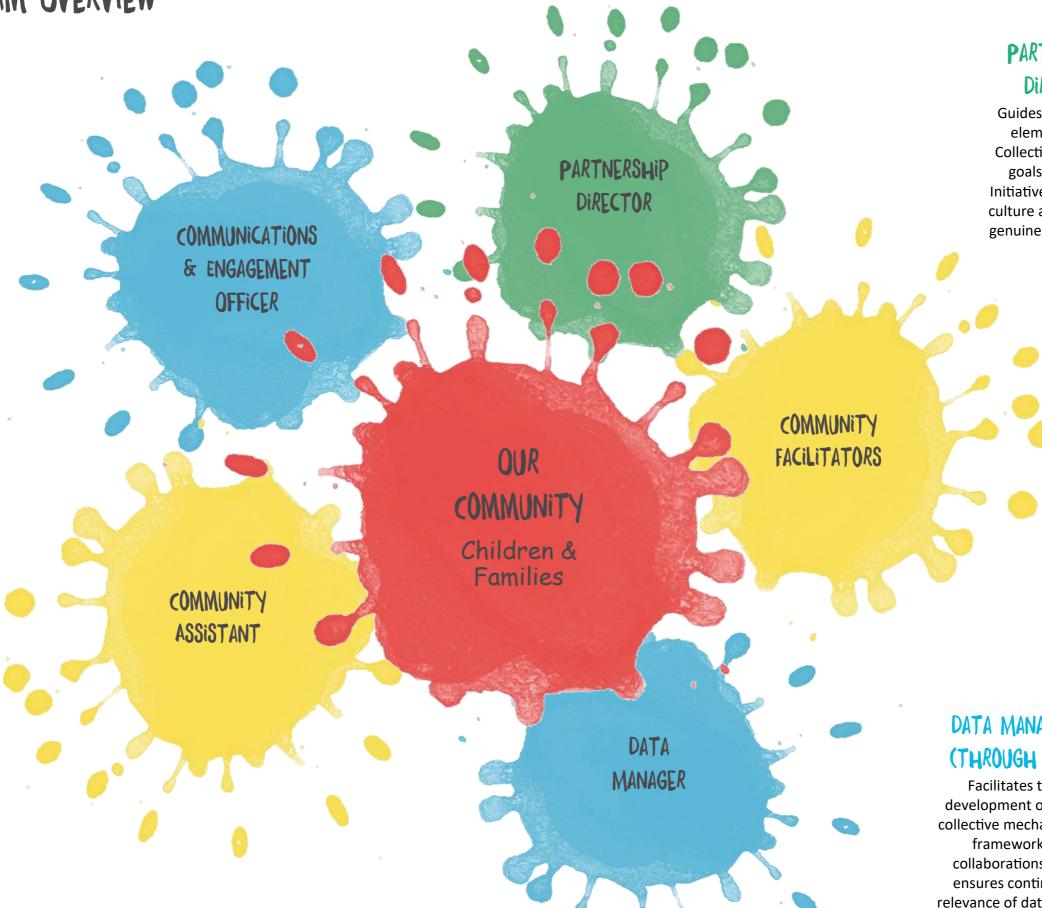
### COLLECTIVE TEAM OVERVIEW

### **COMMUNICATIONS** & ENGAGEMENT OFFICER

Manages communication to maximise and share the impact of the Collective's efforts.

### COMMUNITY **ASSISTANT**

Supports the coordination of collective impact activities and supports the Collective to run smoothly.



### PARTNERSHIP DIRECTOR

Guides and leads all elements of the Collective to achieve goals. Brings the Initiative together in a culture and practice of genuine collaboration.

### COMMUNITY FACILITATORS (X2)

**Encourages and guides** collaboration and continued community conversations and engagement.

### DATA MANAGER (THROUGH TKI)

Facilitates the development of data collective mechanisms, frameworks, collaborations and ensures continued relevance of data to support change.

## OUR JOURNEY SO FAR

Connecting KiDS Community for

2010

Department of Premier and Cabinet forms The Partnership Forum.

2012

AEDC results released.

The Partnership Forum consultation workshop identifies the early years as a priority.

2014

The Partnership Forum Early Years Working Group is formed. Government and

non-government

agencies align and

decide a collective

impact approach is

the best way

forward.

The Partnership Forum Early Years
Working Group endorses a
place-based initiative in the Cities of
Cockburn and Kwinana with local
government representatives joining
the Working Group.

Cockburn & Kwinana chosen for their high proportion of children aged 0-8, existing service providers, AEDC results, NDIS trial sites and supportive environment from local government and community. Connecting Community for Kids is created and community consultation commences.

Data is gathered to raise awareness and harness community support for a collective impact approach.

Community, service providers, local government and local businesses are consulted through tables of 20 and conversations in a box are used to gather data.

Funding application submitted to Woodside.

2015

The Partnership Forum Early Years
Working Group approaches
Woodside to fund a feasibility study
and WACOSS is engaged to manage
community consultation.

2016

Connecting Community for Kids is successful in receiving funding through the Woodside Development Fund (\$2 million over 5 years).

The Partnership Forum
Early Years Working Group
transitions to the Joint
Commissioning Committee
(JCC) and the Joint
Leadership Team (JLT) is
formed, providing a
governance structure for
the Initiative.

CHILD Australia auspices Connecting Community for Kids.

# OUR JOURNEY CONTINUES



2020

In consultation with the Decision Making Groups, co-design the Roadmap for Change.

Partner with Telethon Kids Institute to gather specified data and develop results based measurements.

Decision Making Groups are formed for Cockburn and Kwinana.

Tackle social isolation and build community capacity by engaging service providers to develop unique and targeted facilitated and community led playgroups to meet community demand.

Meet with additional stakeholders identified for each approach.

Host an end of year thank you event for our dedicated community volunteers.

2018

2018 AEDC results available to gauge change.

Progress the co-design of each approach.

> Co-design the Program Logic of each approach.

Co-design the Evaluation Framework of each approach.

2016

Connecting Community for Kids Collective Team is recruited providing the

The JLT implement the governance structure, MOU and Terms of Reference.

2017

backbone for the Initiative. Community consultation is revived and communications and engagement build

enthusiasm and embed the

Initiative in the community.

Conduct a series of Workshops to brainstorm the four identified themes impacting childhood development.

> Host a Decide the Right Path Workshop to identify and select approaches/ circuit breakers for change.

Form Action Teams to implement approaches/ circuit breakers for change.

> Days for each LGA to show unity and alignment with the Cities Strategic Community Plans.

Start implementing approaches.

**Schedule Action Team Meetings** 

for each approach:

Community Mothers Program

Target 100% 2YO Health Checks

Peer Support for Dads

Celebrate Culture

**Building Neighbourhoods** 

Host an end of year thank you event for our dedicated community volunteers.

2019

Build on the Data Story to inform each approach.

**Host Community Planning** 

Evaluate impact of each approach.

Continue building partnerships with community and additional stakeholders.

**Connecting Community for** 

Kids joins Opportunity Child as a partner community, providing links with other

collective impact initiatives

around Australia.

The 5 year Implementation

Plan is developed and

endorsed by the JLT, JCC

and Woodside

Development Fund.

## OUR JOURNEY 2016-2017



Community consultation continues through Community Conversations, Pop-up Cafes, attending local community events and operating stalls at open days.

Attend the City of Cockburn's Children's Reference Group meeting to gain feedback on children's survey.

NOV

Develop and conduct interactive children's survey to gain feedback from kids through day cares, schools and community

events. (Approx. 150 surveys completed)

The Regional Leadership Groups, RLG (also referred to as Decision Making **Groups and Working** Groups) are formed for Cockburn and Kwinana.

> Continue to meet with Reference Groups on a 6 weekly basis.

Identify community champions and delegate roles within the RLG.

Seek feedback from CALD families via our RLG.

JAN

Initiate targeted activities to reach Aboriginal, Torres Strait Islander and CALD groups.

> Pilot a Village Morning with KEYS to engage with socially and culturally isolated families.

**Build community capacity** by co-designing community events to celebrate Harmony Day

> Build a community of practice by hosting Early Years Discussion Forums for educators to share learnings and form collaborative partnerships.

> > MAR

OCT

**Attend Early Years Network** meetings to align with existing service providers.

Data collection and

refinement continues

through community surveys

and Community

Conversations.

Based on identified community need through Community Conversations, engaged a service provider to pilot a school holiday playgroup for 0-5 at the Yangebup Family Centre.

Community surveys conducted at the Alcoa Children's Day in City of Kwinana and Teddy Bears Picnic in City of Cockburn to celebrate Children's Week.

DEC

Build relationships with schools and meet with new families of children starting Kindergarten. (Cockburn: 3 Schools Approx. 100 Families)

Identify and refine community priorities.

Develop 'Parent Survival Kits' and distribute to 280 parents of Kindergarten children in Cockburn schools during the first week of Term 1.

Tackle social isolation and build community capacity by engaging service providers to develop unique and targeted facilitated and community led playgroups to meet community demand.

Pilot a Stay & Play Term Session at Success Primary School with Yangebup Family Centre.

FEB

Attend a

Methamphetamine

Workshop to engage with

disengaged families and

capture experiences of

isolation for families

affected by drug use via

survey.

Launch CCK in Cockburn at the Hello Baby event.

Build team and community knowledge of collective impact by attending training and offering learning opportunities to our

community members.

**Build communications** channels (website, social media, newsletter) to keep the community informed.

Pilot an extended age group (children 0-10) for the school holiday playgroup at Yangebup Family Centre and identify key attendees to build capacity and continue in community led fashion.

# OUR JOURNEY 2017

Develop a case study highlighting

the use of our Program Logic and

Learning Loops to identify circuit

breakers for change to combat

social isolation in the community.



sessions.

Introduce additional

Stakeholders to Connecting

Community for Kids Initiative.

In conjunction with service providers, host events to celebrate Aboriginal and Build capacity through Host a Decide the Right Torres Strait Islander partnering with and Path Workshop to identify supporting the Goodstart Children's Day. and select approaches/ Early Learning Family circuit breakers for change. Attend Opportunity Child's annual Connections Program. Collaborate with service Conference OCConnect to build providers in Kwinana to relationships and share experiences Form Action Teams to Host a community introduce school holiday with other collective impact implement approaches/ Host a community workshop focusing on play sessions. initiatives around Australia. circuit breakers for change. workshop focusing on Social Financial Strain to Isolation to brainstorm brainstorm circuit breakers circuit breakers for change. for change. MAY JUL SEP AUG APR JUN **Revise the Communication** & Engagement Plan for Celebrate NAIDOC Week. 2017-2018. Host a community Host a community workshop focusing on Celebrate National Volunteer Host a Children's Leadership workshop focusing on Child Safety to brainstorm circuit Week with Council events and Forum to ask the kids their Health to brainstorm circuit breakers for change. recruit volunteers. thoughts on the four identified breakers for change. themes impacting childhood Increase collaboration with development. service providers in Kwinana to Increase collaboration with introduce school holiday play

service providers in Kwinana to

introduce school holiday play

sessions.

Seek interest in a Cultural Mentoring

Program for culturally diverse people

to share their culture with children and day cares and schools.

Continue hosting Early

Years Discussion Forums

for educators to share

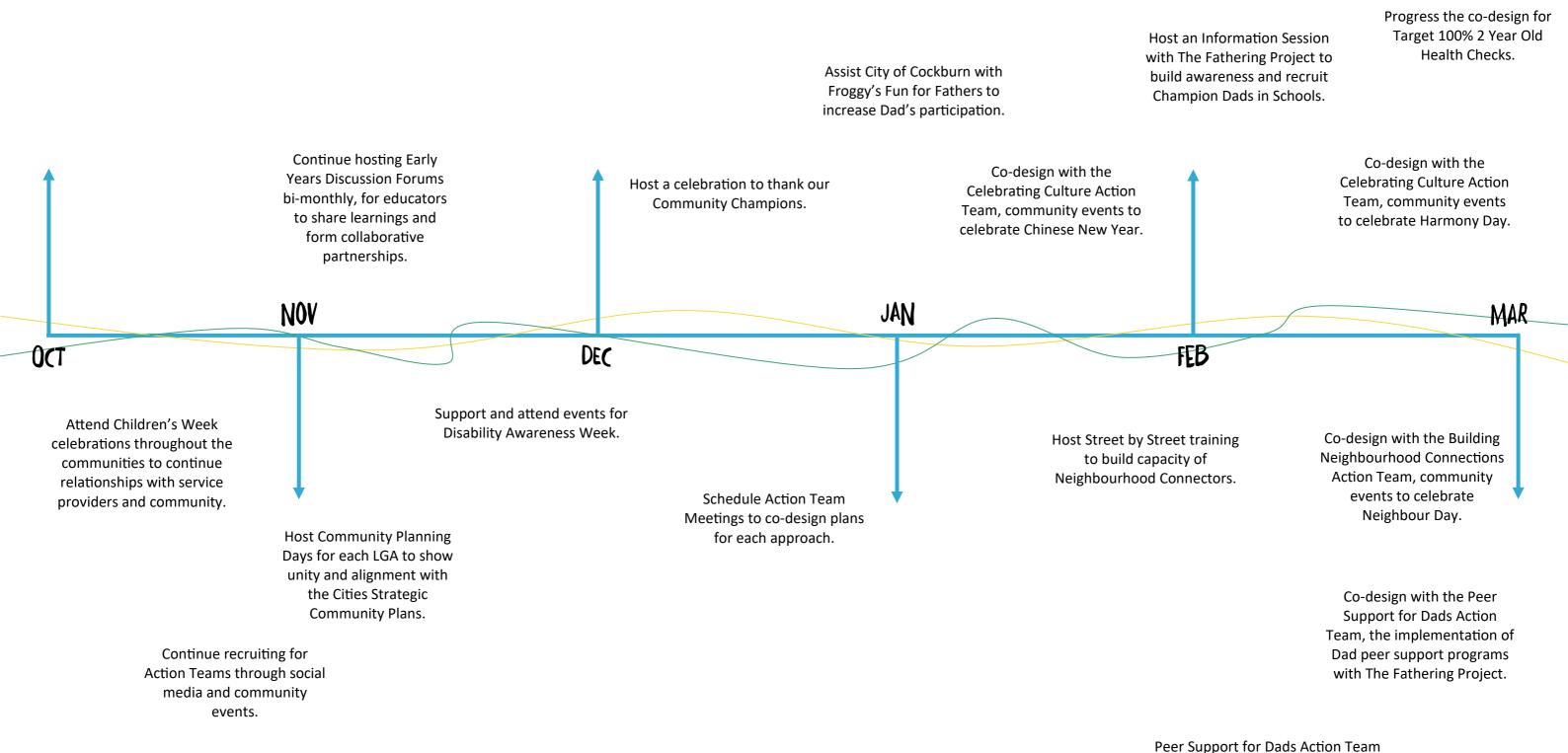
learnings and form

collaborative partnerships.

## OUR JOURNEY 2017-2018



assist Yangebup Family Centre in increasing Dad participation of their Saturday Playgroup.



# OUR JOURNEY 2018



Finalise the Program Logic for each approach.

Recruit Data Interpreter to visually represent data collected and gain further survey information.

Assist Meerilinga with School Holiday Programs.

Host The Fathering Project Pizza Night at Meerilinga Children and Family Centre.

Implement 4 Little Checks Rapid
Trial in Cockburn.

Thank our volunteers for

National Volunteer Week

(21-27 May).

MAY

Host Community Mothers
Program Information Sessions to
recruit volunteers.

APR

Present success of partnerships with Kwinana Early Years Network at the 'Connecting Early Years Network Support Program Forum'.

Assist service providers with community events to celebrate Families Week (15-21 May).

Present information on place-based initiatives at the 'WACOSS 2018 Conference—Making Place'.

Assist City of Cockburn with Dads N Tods Mud Trek with The Fathering Project.

JUN

Train volunteers for the Community Mothers Program.

Finalise application forms and set up Admin Hubs for Community Mothers Program.

Assist Meerilinga with School Holiday Programs.

Assist service providers with community events to celebrate Aboriginal and Torres Strait Islander Children's Day (4 August).

Finalise the Evaluation Framework for each approach.

SEP

JUL

and r vram.

Implement Community Mothers Program, seeking pregnant and new Mums as Community Mother recipients.

Co-design with the Dads
Strengthening Dads Action Team, a
Street Libraries Workshop in
partnership with City of Cockburn,
Bunnings, and The Fathering Project.

AUG

Further visualise data to inform the Initiative.

Dads Strengthening Dads Action Team co-host a Father's Day event.

Conduct first evaluation on impact of 4 Little Checks Cockburn Rapid Trial.

Continue hosting Early Years Discussion Forums for educators to share learnings and form collaborative partnerships.

Celebrate Culture Cockburn

Action Team hosts FREE

cultural cooking classes at

various centres.

Celebrate Culture Kwinana Action Team hosts FREE children's cultural cooking class at the MACC to celebrate NAIDOC Week.

Assist service providers with community events to celebrate NAIDOC Week (8-15 July).

Continue hosting Early Years Discussion Forums for educators to share learnings and form collaborative partnerships. Launch 'That Was My Home' project with the Celebrate Culture Kwinana Action Team.

Partner with Volunteering WA and LGA Volunteer Resource Centres to engage with and build a pool of volunteers.

Recruit sub groups to progress co-design of Early Intervention Strategy & future funding.

Seek additional funding & auspicing agency for Fathering Project staff for Kwinana & Cockburn.

## OUR JOURNEY 2018-2019



Attend Children's Week celebrations throughout the communities to continue relationships with service providers and community (19-28 October).

> Celebrate Culture Kwinana Action Team hosts FREE children's cultural cooking class during the school holidays.

Meet with key stakeholders and potential funders.

Launch a storybook to align with 'That Was My Home' series with High School students assisting.

Conduct further 'Street by Street'

training for Neighbourhoods

Connected Approach.

Conduct first evaluation on impact of Celebrate Culture Programs.

> **Build a Community** Dashboard for local data.

> > JAN

Conduct further 'Street by Street' training for Neighbourhoods Connected Approach.

Co-design with the **Celebrating Culture Action** Team, community events to celebrate Chinese New Year (5th February).

Co-design and co-host with the Celebrate Culture Action Team, a community event to celebrate International Women's Day (8th March).

> Co-design with the **Celebrating Culture Action** Team, community events to celebrate Harmony Day.

> > MAR

NOV

Continue hosting Early

Years Discussion Forums

for educators to share

learnings and form

collaborative partnerships.

OCT Assist City of Cockburn with Dads N Tods Mud Trek with The Fathering Project.

Contribute to Paint Kwinana REaD cultural readings at The Marketplace.

> Co-design with the Neighbourhoods Connected Action Team, revitalisation of Medina, Calista and Orelia neighbourhoods with a series of community BBQ's.

Host a pot luck long table lunch with the Cockburn Celebrate Culture and Dads Strengthening Dads Action Teams to build neighbourhoods.

early intervention (Ear Health).

Commence co-design of large scale

Continue discussions with both councils regarding development of Multi Cultural centres in both locations.

Continue 'That Was My Home'

project with the Celebrate Culture

Kwinana Action Team.

Attend Opportunity Child's

annual Conference to build

relationships and share

experiences with other

collective impact initiatives

around Australia.

Mobilise community to raise funds

for Ear Booth.

DEC

Support and attend events for Disability Awareness Week.

> Develop submission/proposal for large scale system change intervention.

Host a celebration and yearly reflection to

thank our Community Champions for

International Volunteer Day (5 December).

Conduct first evaluation on impact of Neighbourhoods Connected Programs.

Build a shared understanding of the data.

FEB

Co-host event to launch Me@ Passports using Yellow Brick Road concept.

> **Conduct Community Capacity Building Sessions for Action** Team members on:

- Mentoring
- **Event Planning**
- **Grant Applications**
- **Business Models**

Commence transition of **Community Mothers Action Team** into stand alone NFP with management committee.

Co-design with the **Neighbourhoods Connected** Action Team, community events to celebrate Neighbour Day.

Co-design universal health messages with 4 Little Checks Action Team and **Community Mothers Action Team** and promote throughout Cockburn & Kwinana.

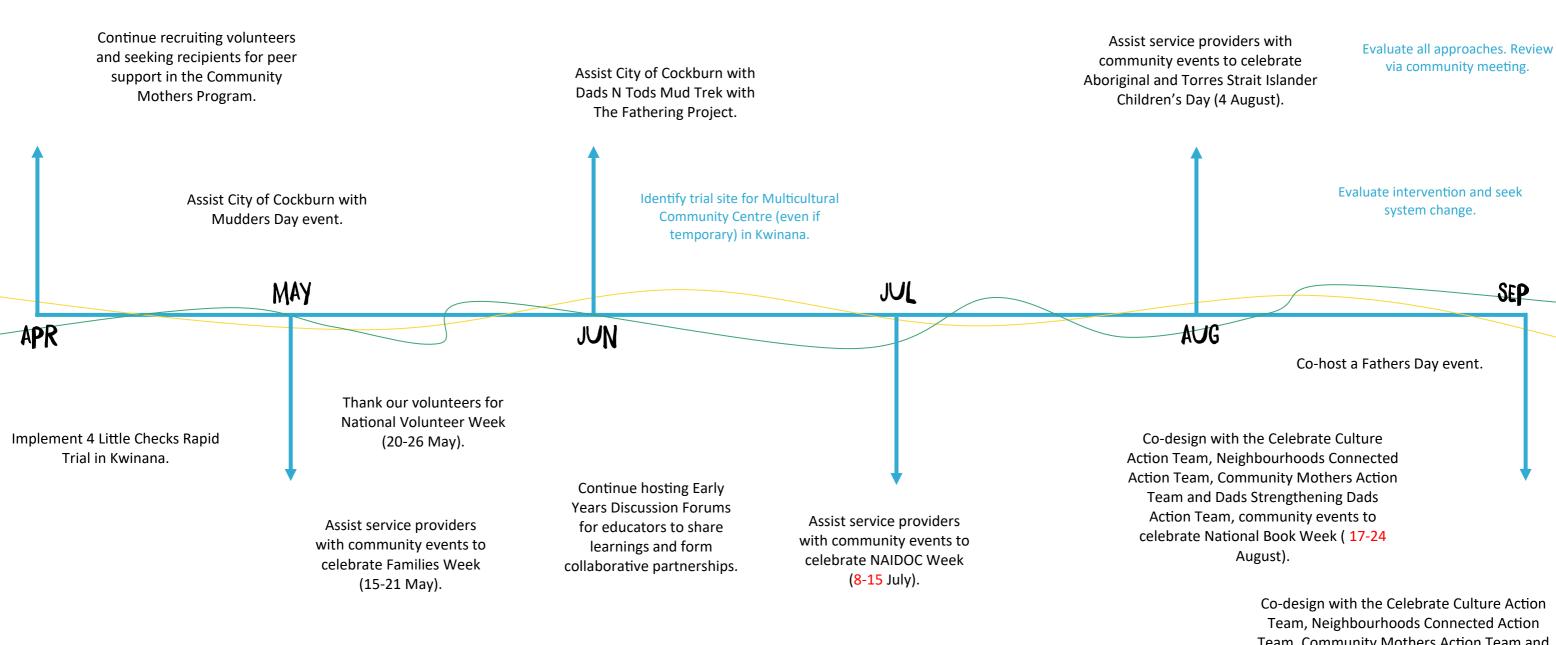
> Implement Early Intervention Strategy (scale dependent on funding support).

Develop Me@ 1,2,3 & 4 Passports with 4 Little Checks Action Team.

Develop strategy for cross sector funding submissions for all approaches.

# OUR JOURNEY 2019





Co-design with the Celebrate Culture Action Team, Neighbourhoods Connected Action Team, Community Mothers Action Team and Dads Strengthening Dads Action Team, community events to celebrate National Literacy and Numeracy Week (4-10 September).

THIS IS WHERE WE NEED YOUR HELP TO GROW!