

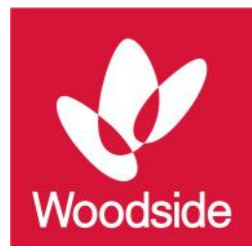
Connecting  
Community for



# OUR JOURNEY MAP



TOGETHER WE CAN HELP OUR CHILDREN THRIVE!





Improving the  
health & wellbeing of  
children in Cockburn &  
Kwinana



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



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 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 the voice of this project.

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 **measuring results consistently** 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 **continuous communication** is needed across the many players to build trust, assure mutual objectives, and create common motivation.
- 5: A **backbone organisation(s)** 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/>

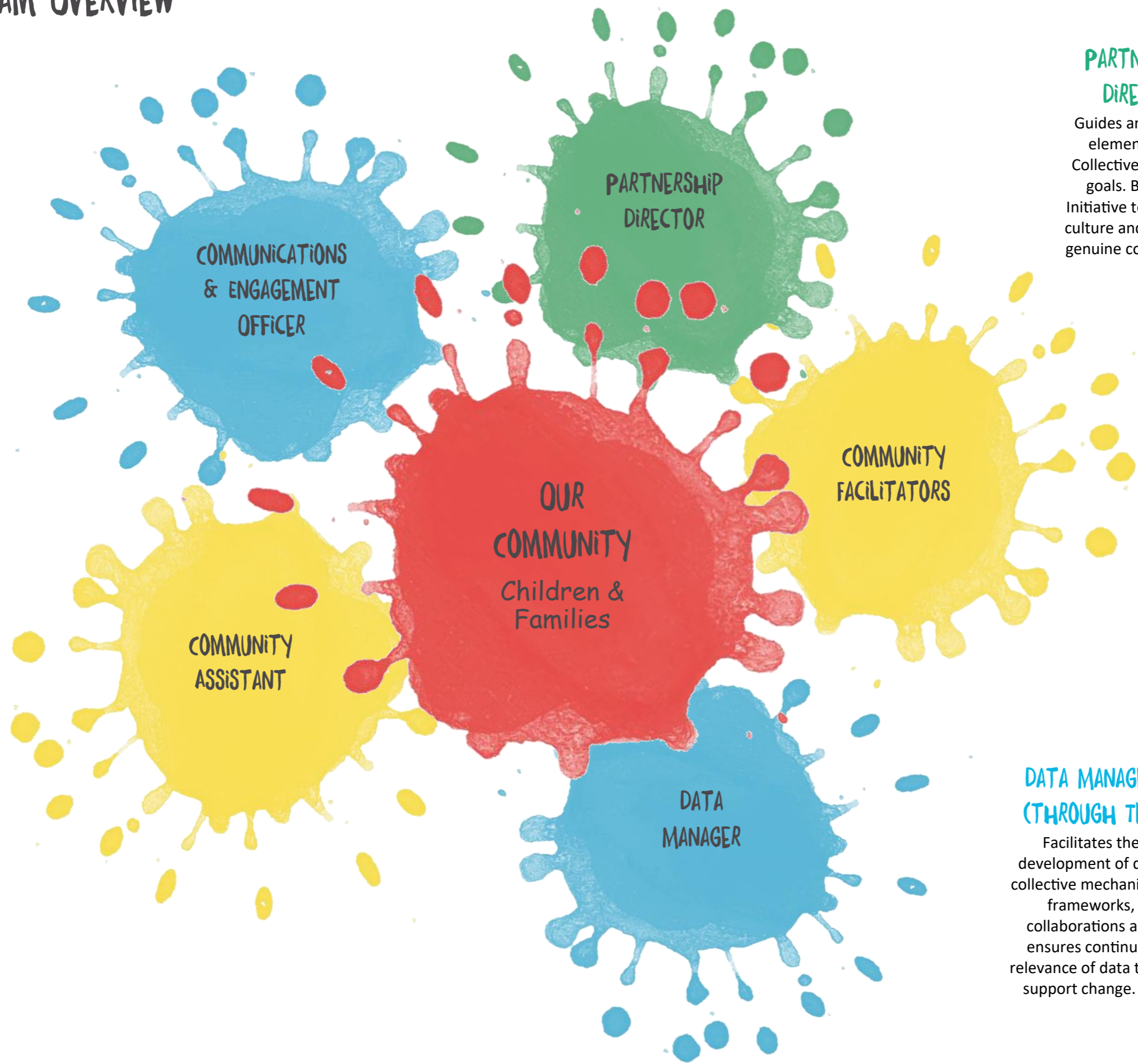
Mark Cabaj & Liz Weaver have now developed **Collective Impact 3.0**, providing 6 major evolutions:

- 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

Source: <http://www.collaborationforimpact.com/collective-impact-3-0/>



# 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

**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.

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.

**2014**  
The Partnership Forum Early Years Working Group is formed.

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

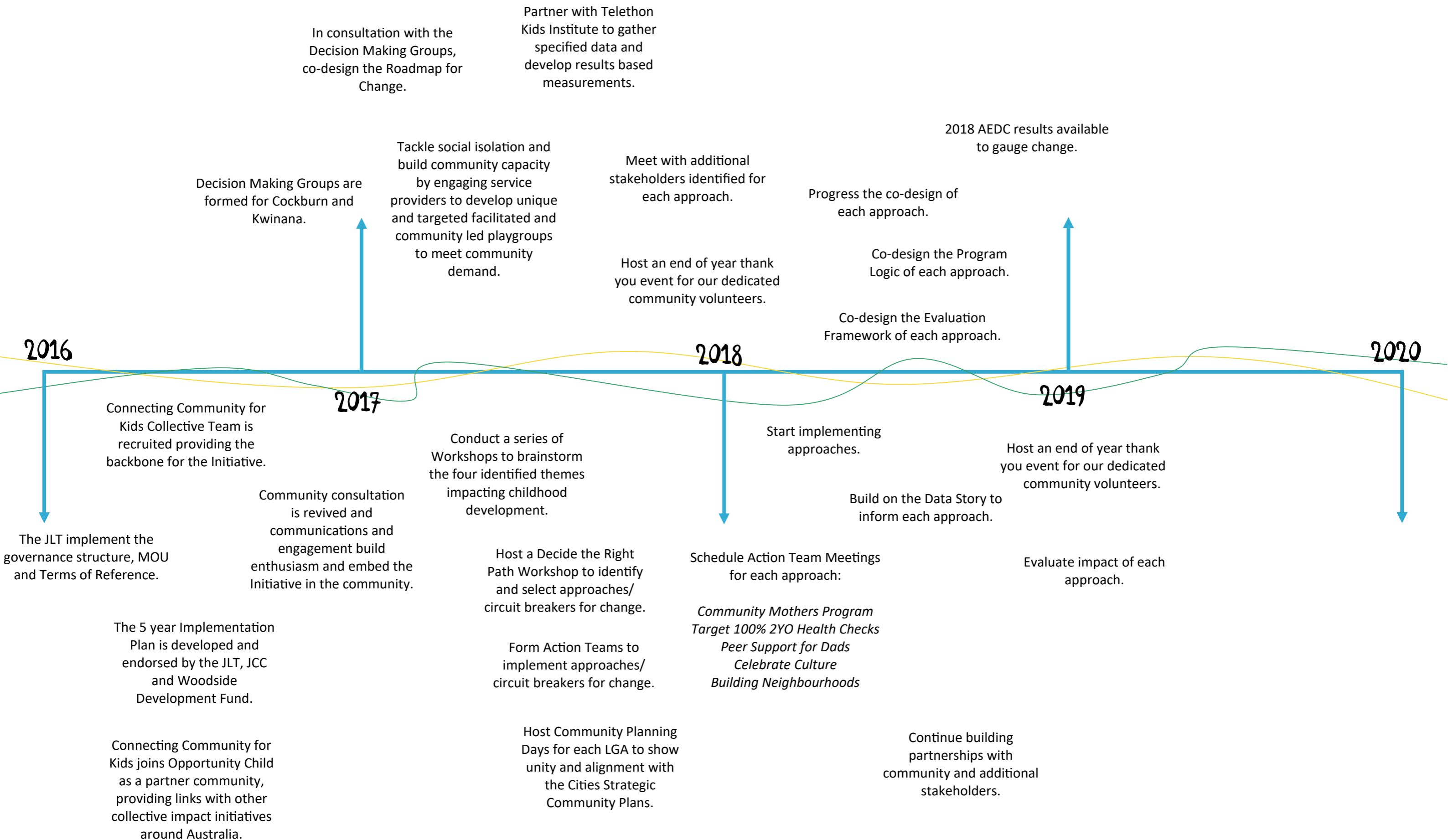
**2015**

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

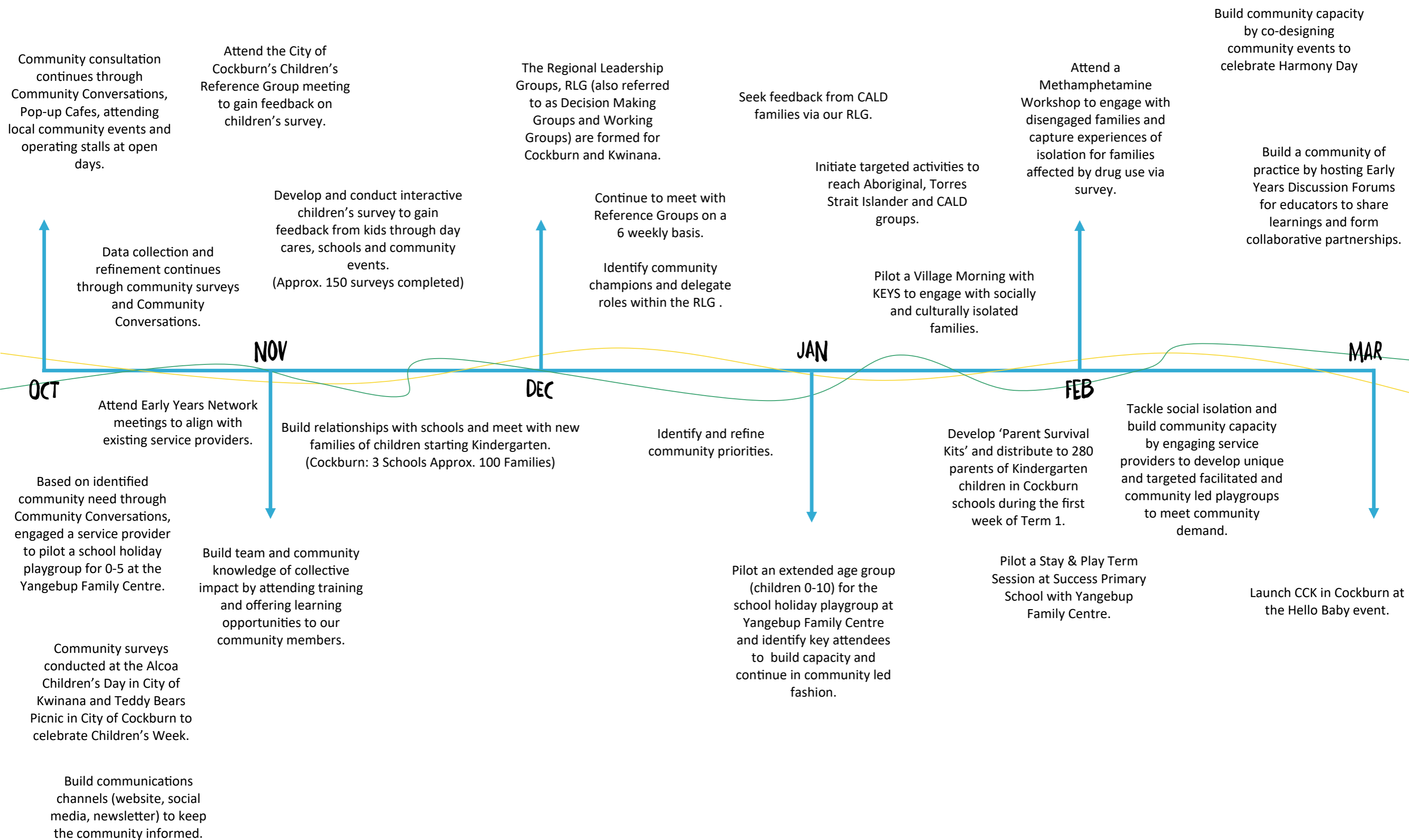
The Partnership Forum Early Years Working Group transitions to the Joint Commissioning Committee (JCC) and the Joint Leadership Team (JLT) is formed, providing a governance structure for the Initiative.

**2016**

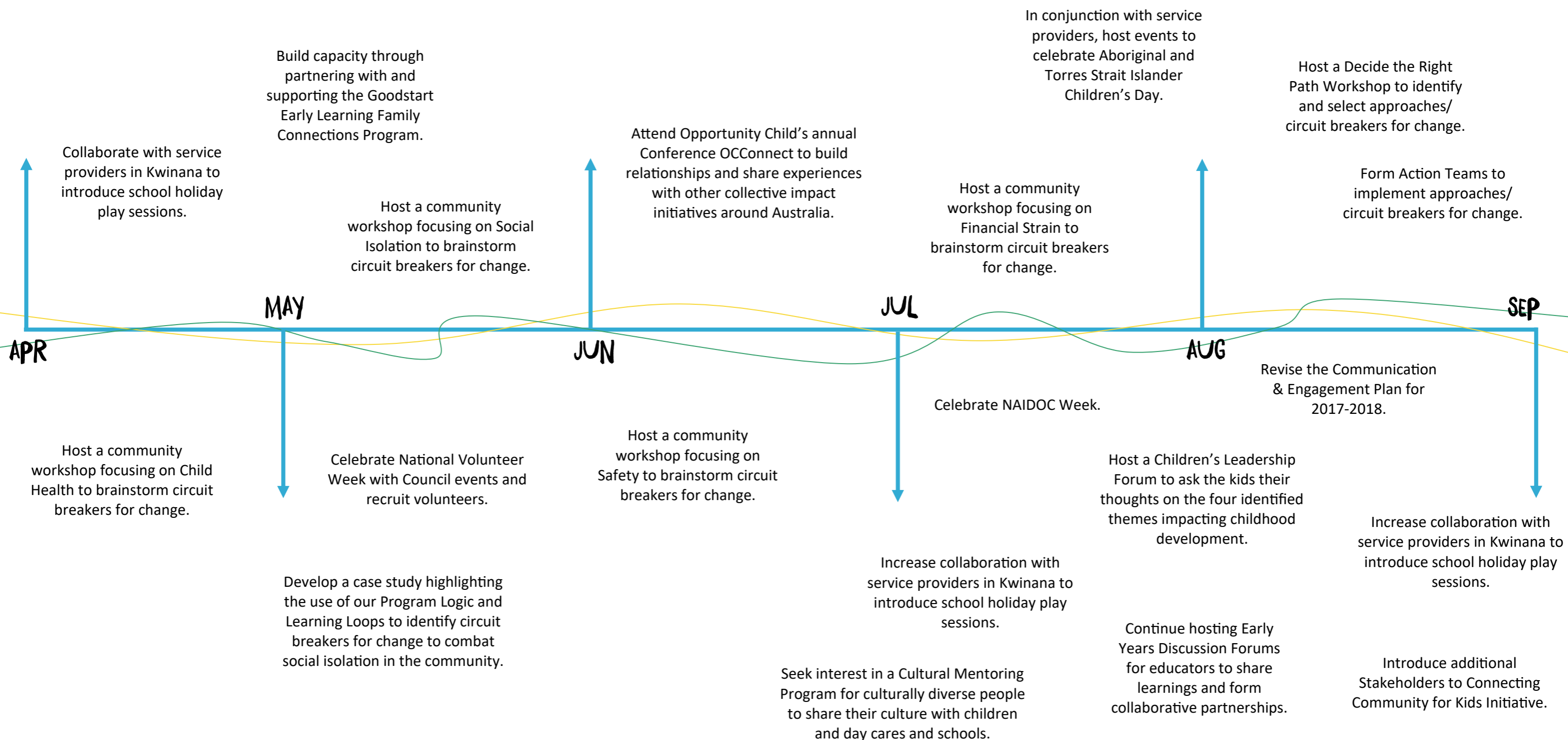
# OUR JOURNEY CONTINUES



# OUR JOURNEY 2016-2017

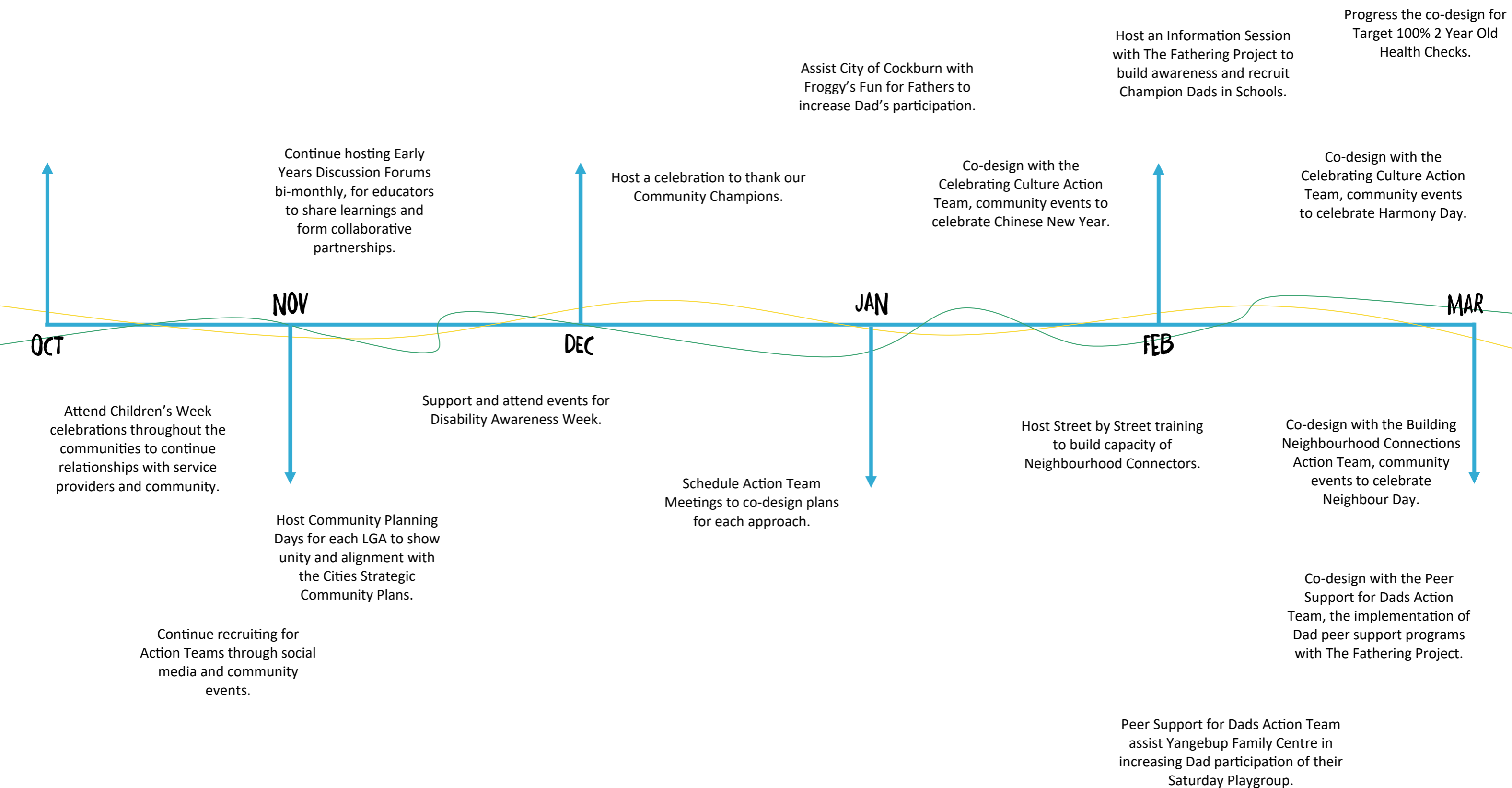


# OUR JOURNEY 2017

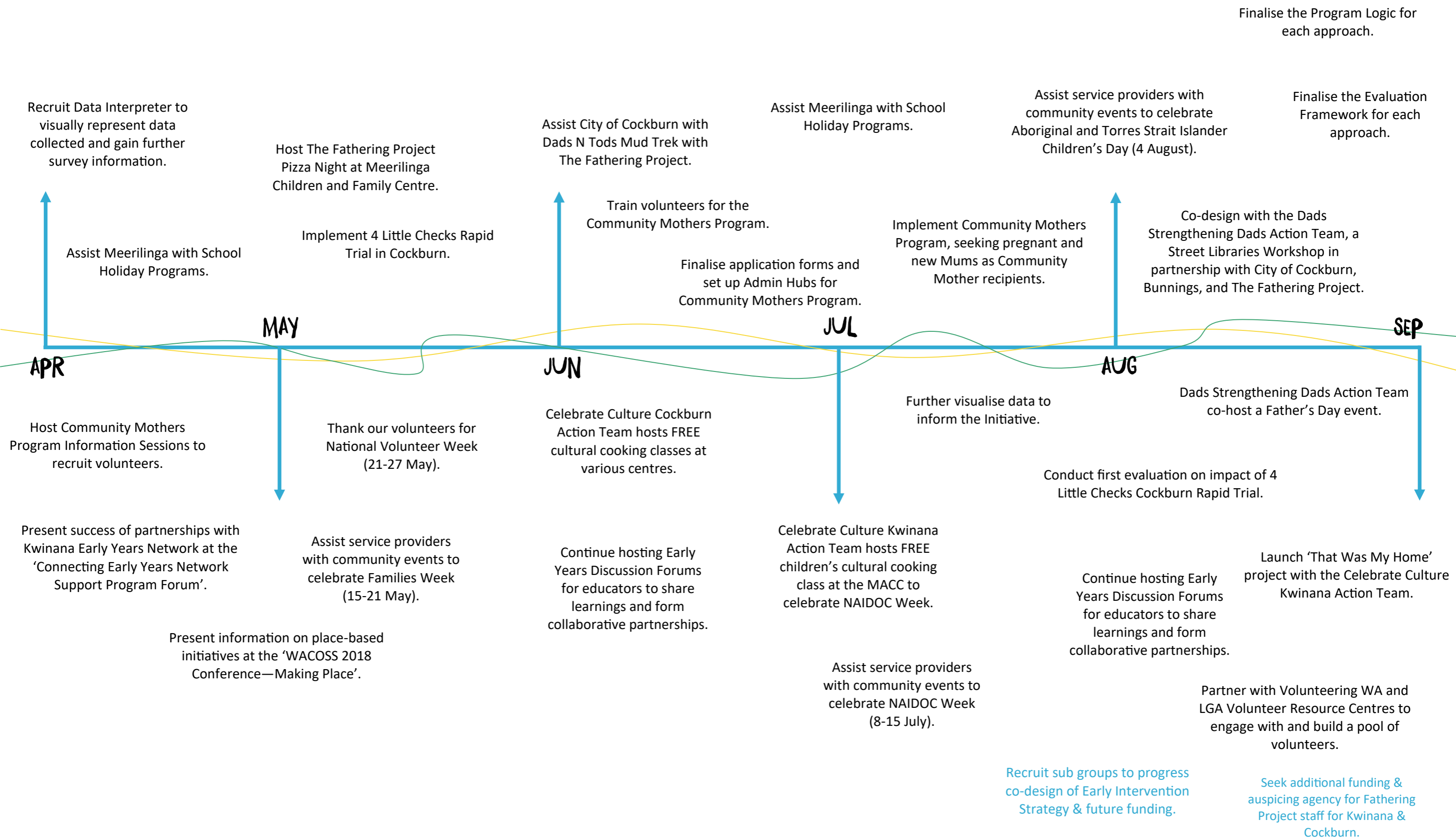




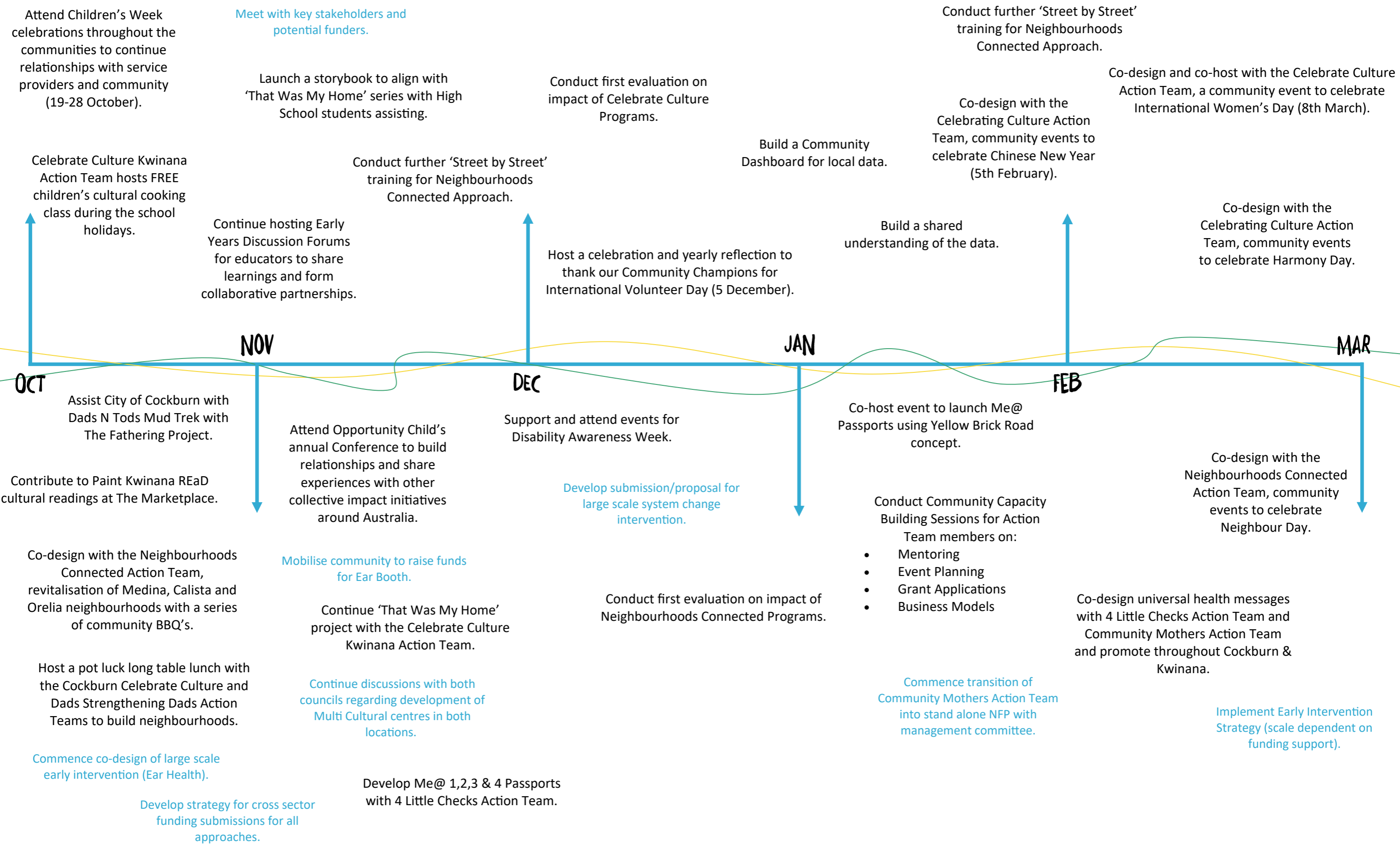
# OUR JOURNEY 2017-2018



# OUR JOURNEY 2018

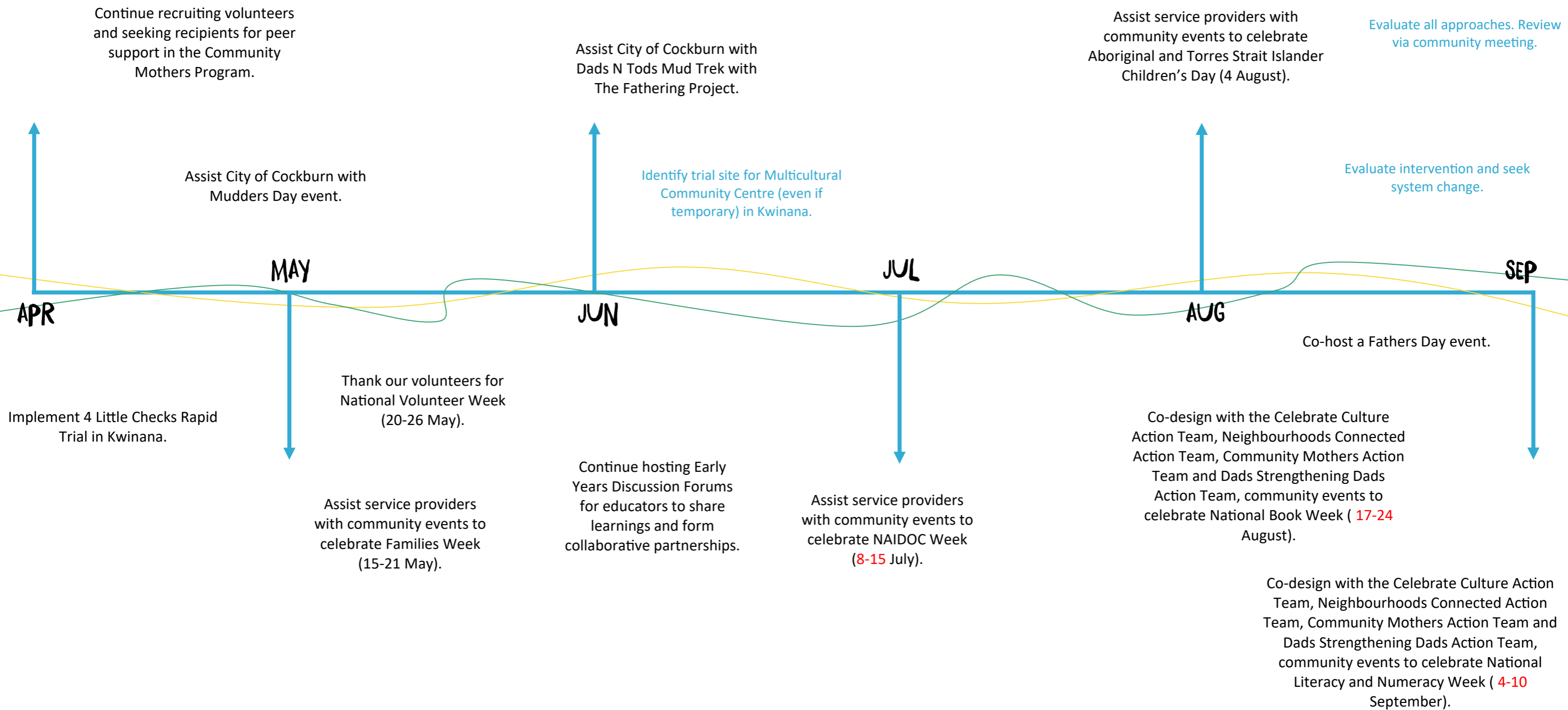


# OUR JOURNEY 2018-2019



# OUR JOURNEY 2019

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Community for



**THIS IS WHERE WE NEED  
YOUR HELP TO GROW!**