



This Train the Trainer module has been developed to assist presenters to deliver a two hour session on community business partnerships and the brokerage service. While the train the trainer module has been developed to assist you in your presentations many potential presenters may be put off through the fear of presenting. As such we have provided some general presentation and communication skills tips to assist those who may wish to present but feel that they do not have the experience or skills to do this before a public audience.

As we detail in later notes the key is to prepare – read the slides, follow the notes and if you do have some anxiety about presenting try practicing alone, with a small group of workmates or friends.

Please also feel free to use all of slides or tailor the presentation to meet your own style, location and groups. Also through this Train the Trainer module you will be prompted to interact with the audience by raising questions – To do this on every slide will lead to a very long presentation – so choose where you feel most comfortable with the subject matter to do this. If you feel the audience is not interacting try doing this more frequently.

If you have any queries please feel free to contact Our Community for assistance or support through Denis Moriarty, (03) 9320 6812 or email denism@ourcommunity.com.au



Today's Learning Aims

- Provide background to community business partnerships
- To enable you to prepare and arrange a successful presentation
- Provide tips to ensure the presentation is successful for you and the audience
- Give guidance on the presentation
- Provide details of where to find assistance and support

The aims of the Train the Trainer session are detailed above and we will follow these through in process.

When you present you can utilise a similar approach or just guide people through your introduction.

Background – What is the Brokerage Service?

It brings together resources to help not only foster these partnerships, but to make them easier to establish, and easier to maintain and grow in the long-term.

The service tries to cut through the often-confusing jargon that can surround the subject, as well as encouraging community groups and business to pursue partnerships which grow over time.

The service is aimed at developing sustainable and mutually beneficial partnerships between business – particularly small and medium-sized business - and community groups.

You may wish to stress to the audience that the information, resources and support service are user friendly and they will receive a kit of information as part of the seminar.

Ensuring your presentation is a success.



In this section we'll discuss what you can do to build awareness of the workshop, provides some tips on what to do prior to the workshop and some helpful thoughts on ways that can make your presentation style open and professional.



Creating Awareness of the workshop

- **Gain support of your Mayor or CEO to deliver introduction and ensure management “buy-in”.**
- **Use local networks to broaden business awareness and get them to promote/enlist support – e.g. local chamber of commerce, Rotary, Lions.**
- **Highlight workshops on local websites.**

A key strategy for the success of the workshop is creating awareness of the workshop and the benefits that attendees will gain from their attendance. These benefits include finding out:

- What is a community business partnership?
- The various partnership models such as volunteering, in-kind support, pro-bono or discounted services, sponsorship, mentoring etc.
- What are the elements of successful community business partnerships?
- What do businesses and community groups need to do before entering a partnership?
- Explaining the wider community benefits of successful partnerships.
- What are the resources available to organisations seeking partnerships?

Creating Awareness of the workshop

- **Use local government directory to invite every local community group (use pro forma invitation provided) – ensure you allow at least 4 weeks advance warning.**
- **Send out a media release for Mayor or CEO (use pro forma media release) – also use council columns in local newspapers if possible and advise radio stations, including your local ABC.**
- **Highlight any successful local partnerships and create stories for local media publicising the upcoming workshop.**

Use local knowledge wherever appropriate – if you have a great local network of community groups use them to help spread the word.

If your local economic or business development manager has access to an email list of local businesses or has a great relationship with the local chamber of commerce use these links to broaden awareness.

Think of the ways that your council currently communicates with businesses and community groups.

Your local community broadcasting service, local radio stations, community and local newspapers, ask community groups to invite local businesses and vice versa, try and get groups to think of this as an opportunity to begin thinking of ways that you can support each other as well as the local community.

Making the audience comfortable

- **Select a venue that can accommodate the audience comfortably (heating and air-conditioning)**
- **Select a time that suits both your business and community group audience**
- **Provide an opportunity before and after workshop for groups to mingle, and encourage them to do so.**
- **Provide refreshments and light snacks if appropriate**

Prior to sending out invitations ensure that you have a venue and a time that is appropriate – try asking the local chamber of commerce when they have their meetings. Remember that many community groups don't have paid employees and it is often hard for them to make workshops during the day.

If the workshop is held in the evening consider what is best in your area – don't forget that people may have to travel a fair distance to get to the venue.

Also consider factors such as school and public holidays, finals for netball, soccer, football and cricket, end of financial year, Xmas, Easter etc. Also check that your workshop won't clash with other business or community events.



Preparing for the workshop

- Familiarise yourself with the presentation and content
- Try and find local examples of successful community business partnerships (find relevant points to weave these in)
- Visit the Brokerage service webpages and be familiar with the content and support services
 - www.ourcommunity.com.au/partnerships
 - www.ourcommunity.com.au/bus-partnerships

Read through the presentation and familiarise yourself with the content and slides. Is there anything you're not familiar with? Contact Denis Moriarty (03) 9320 6800 or email denism@ourcommunity.com.au for support.

Check the brokerage webpages and check the details of what is available (including the Wizards).

If you become aware of businesses or groups seeking partners encourage them to register and draw upon them as examples in your presentation.



Preparing for the workshop

- A day or two before the workshop, check confirmed attendees – see what type of community groups and businesses are coming – and try to weave local group or business names into your presentation
- On the day of the workshop – CHECK
 - You have the presentation in the format required
 - Equipment (laptop, projector, etc) works
 - All your materials are available (handouts, kits)
 - Refreshments are booked
 - You have arranged for someone to greet guests and register attendance

Assess Your Audience

What is the level of knowledge of the subject matter?

If low it's worth possibly asking attendees what they think a partnership is and then using the definition provided. This serves two aims – acts as an icebreaker (makes them feel a bit more comfortable) and demonstrates you are open

How familiar is the audience with presentations?

Try and identify the local attendees and what they may have achieved locally by way of partnerships. It's always worthwhile trying to weave in local examples even in a small way – what small businesses support the local netball team, what butcher provides discounted sausages for the scouts, what business group provides volunteers for the local senior citizens, What local community group has a great newsletter that highlights their supporters?

What could go wrong?

Think ahead for your audience:

- What about a power failure?
- What if the equipment won't work?
- How can you deliver the message without the prepared presentation material?

Be prepared – just in case – try and put in place a contingency plan. – could you just work from the handouts???



While we focus here on your presentation don't forget that there may be protocol to follow:

Is the Mayor or CEO making a welcoming address to the audience – if so allow 5 minutes or so and make them aware of local partnerships that they can use in their address. Provide a short briefing note or draft a welcoming address. Are there any local dignitaries that need to be recognised? Try not to dwell too long here – keep them to the point and then move into your own introduction – setting the scene.

Before you move into your introduction don't forget to address any housekeeping issues:

- turn off mobile phones unless expecting a critical call
- advise location of toilets
- check volume of microphone or check if all can hear if no microphone being used
- advise that questions can be taken during the presentation
- advise when refreshments will be served and that this would be a great opportunity to discuss with groups, ask any further questions or follow up for further support or advice



The Welcome

It is likely that the Mayor, CEO or local dignitary will welcome the audience and you as presenter.

You should prepare a briefing note providing details of the seminar's content to allow the welcome to be warm and appropriate.

Ensure that any local identities are acknowledged.

If possible have a local dignitary such as the local mayor, Council CEO, President of the local Chamber of Commerce or other local dignitary to welcome the audience to the seminar.

Whoever is welcoming the guest should be provided with a one or two page briefing note highlighting:

- if there are any people who specifically should be acknowledged
- what the aims of the seminar are
- who is attending (check the types of groups/businesses from the RSVP's)
- who will be presenting and their background

The Introduction

The introduction consists of four objectives:

- 1. Get the attention and interest of the audience**
- 2. Reveal the topic of the presentation**
- 3. Establish the credibility of the speaker**
- 4. Preview the body of the presentation**

A good introduction sets the stage for the audience and attracts their attention.

Call for attention by stating “Thank you ladies and gentlemen I’m XXXXXX from YYYYYY and we are all here to find out how to develop and nurture community business partnerships.” Tell them who you are and what you do and why you are making the presentation.

There are some tips on the next slides of some techniques to use in your introduction.



Ideas to Get Audience Attention and Interest

- **Relate the topic to the audience**
- **State the importance of the topic**
- **Startle the audience**
- **Arouse the curiosity of the audience**
- **Question the audience**
- **Begin with a quotation**
- **Tell a story**

Relate the topic to the audience – by familiarising yourself with the audience you should be able to pick one or two businesses and community groups who you should be able to highlight in your introduction (if not in detail then by name) e.g. ...Take for example Fred's local supermarket for the past 3 years they have been collecting money at their counters for the XXX theatre group or

Joe think of how much your disability group would be able to save if the local bank all volunteered to assist the group on a field trip.

State the importance of the topic – Increasingly we are all finding it difficult to continue to survive on our own but by working in partnership we can achieve great things – whether this is by providing support by way of staff volunteering, by providing a discount on our services, or by working together to build a local playground – there are a number of ways we can all support our local community – you don't need to be a Telstra – you can be the local nursery, supermarket or plumber.

Startle the audience – Who wants to save a million dollars ..might be a great way to get attention but you could then go on to say well it mightn't be a million dollars but it just might save your local community

Question the audience – e.g. Who has an example of a great partnership?

Tell a story – detail a local example of a great community business partnership



Preview the Body of the workshop

- All listeners need help in sorting out a speaker's ideas
- The introduction should help the audience know what to listen for in the presentation
- Good time to define complicated terms clearly

Explain to the audience how you will present the workshop – break down the presentation into the key segments – e.g.

In today's session we will go through:

- What a community business partnership is?
- The various partnership models such as volunteering, in-kind support, pro-bono or discounted services, sponsorship, mentoring etc
- What the elements of successful community business partnerships are?
- What businesses and community groups need to do before entering a partnership?
- Explain the wider community benefits of successful partnerships.
- What resources are available to organisations seeking partnerships?

This could flow into a question of what do you think a community business partnership?



The Conclusion

- Closing remarks are the last chance to deliver main points & ideas (it is worth reiterating any key messages)
- The conclusion always has two major functions:
 1. It lets the audience know the presentation is ending, and
 2. It reinforces the audience's understanding of the central idea
- Do not be abrupt
- Actively encourage questions/discussion

Don't forget to use the conclusion as a bringing together of all of the ideas, discussion points and your own presentation to sum up the key messages such as:

So in ending it's important to remember that community business partnerships are not just about a business providing money to a community group but the more successful partnerships are about the shared knowledge, support and communication of the two parties in a number of ways.

It can be a simple relationship or a complex one but the keys are:

- Communication
- Organisation
- Co-ordination
- Co-operation
- Consultation

If anyone would like any further information or support or ask any questions I'd be pleased to assist and don't forget that the brokerage service can be accessed on the internet at www.ourcommunity.com.au.



Handling Leader Anxiety

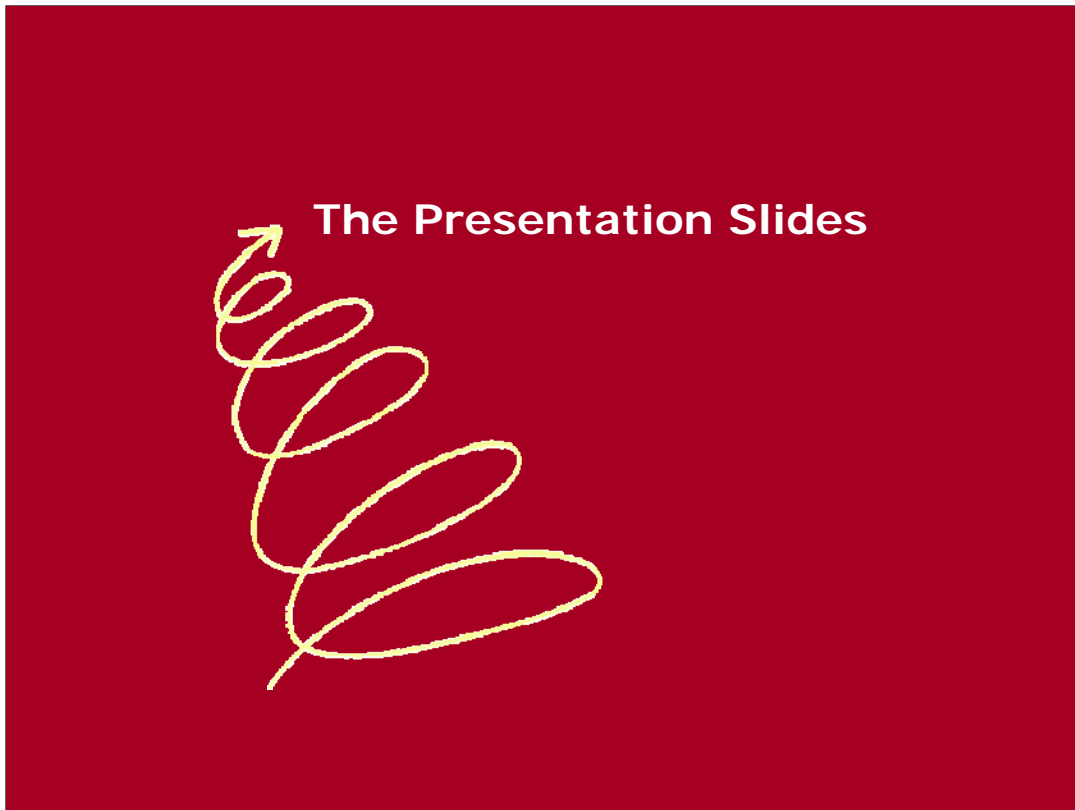
- Check everything
- Dress well
- Meet people when they arrive. Introduce yourself, shake hands, be friendly
- Use icebreakers
- Remind yourself that you are the most “expert” person in the room

Some of the world's most famous presenters have freely admitted to nervousness and stage fright. Mark Twain said it best, "There are two types of speakers: those that are nervous and those that are liars".

- Speechmaking is a common “greatest fear”
- Preparation and rehearsal reduce fear by 75%
- Proper breathing reduces fear by 15%
- Mental state accounts for only 10% of anxiety

TEN TIPS

1. Know the room: become familiar with space, equipment, location
2. Know the audience: greet them as they enter, present to friends (no longer strangers)
3. Know your material: practice!
4. Learn how to relax: breathe slowly and do relaxation exercises
5. Visualize yourself speaking: imagine a successful presentation
6. Realize people want you to succeed: the audience wants a successful presentation
7. Don't apologize for being nervous: it may not show, so don't point it out!
8. Concentrate on the message, not the medium: focus on material and message; distract your attention off your nervousness
9. Turn nervousness into positive energy: fear is energy, use it to benefit your performance
10. Gain experience: do it, learn from it, and keep doing it!



The following slides have been prepared as a standard presentation on Community Business Partnerships – Where appropriate you can add to slides by detailing local success stories.



This opening slide should be used as guests take their seats and through any welcoming addresses.

This is the beginning of the presentation as discussed previously you may want to introduce yourself and request from the audience what they think a community business partnership is while this slide is up on the screen.

Once you have had a few comments you can move to the next slide that provides our definition.

REMEMBER – Really there is no **WRONG** answer – what we are trying to achieve is for people to realise that it can take many shapes or forms and to become aware of all of the different ways

What is a Community Business Partnership?



You can discuss this with the audience by saying that the definition of a community business partnership: "*Partnerships are collaborative, long-term relationships between businesses and community service organisations. Partnerships can comprise large, medium or small business, teamed with large, medium or small community organisations. They are innovative and flexible ways to bring mutual benefits to both partners.*"

Elements of a community business partnership are that the relationship is sharing, collaborative and of mutual benefit.

You can talk through the fact that most organisations immediately think that that this is about getting money from business there are a large number of ways that these partnerships can be formed – can anyone think of some others?



A Community Business Partnership is:

- A relationship which works towards common good, as well as to community benefit; and.
- One that sees business and community organisations agree to work together on a project, or over a period of time, to achieve outcomes beneficial to both parties and to the wider community.

This initial slide provides a brief explanation of what a Community Business Partnership is.



This may be an appropriate time for your first “ice-breaker”. If you feel comfortable query the audience on what benefits they feel will accrue to business, community groups or the local community through these partnerships.

Ask any respondents to also detail their name, who they are representing and then their benefit. Ensure that all of the audience can hear the respondent.

After you receive a few responses you can then move into the following slides and where a benefit has been highlighted by the audience recognise this by saying ...and as Judy said



Forming Partnerships – The Benefits to Business

- Staff morale, recruitment and retention
- Team building
- Profitability standing and more business
- Knowledge and skills
- Demonstration of Social Commitment

FURTHER DETAILED INFORMATION TO LEAD DISCUSSION

Staff morale – some partnership models encourage teamwork and team building among staff members. Research also indicates a successful volunteer-based partnership can lift staff morale, increase retention, productivity and make your firm more attractive to potential employees (employer of choice).

Profitability and standing – improved staff morale can lead to increased profitability through better productivity, lower induction costs and greater staff retention.

Knowledge and Skills – many community groups are great creators of ideas – some larger businesses utilise these skills to assist them develop marketing ideas, assist with board development, provide representation of community feelings. Discuss with local businesses their perceptions of local community groups – speak generally not specifically and ask them to think of the knowledge and skills that community groups could bring to their business. (If businesses aren't forthcoming discuss general perceptions of some community groups – they are good at staying alive (can all businesses say that?), many can “survive on the smell of an oily rag” so maybe they are good with finance and so on)

Discuss what skills local community groups feel they could add to a business – encourage groups to think of ways that they have increased membership and relate that to ways that businesses increase sales, discuss how well many community groups budget and how you work with tight budgets, discuss organisation skills and how groups need to delegate responsibility – these are some of the skills that groups can bring to businesses

A social commitment – businesses cannot operate in isolation – even in a market economy a business needs to think how it can contribute to a local society. If the local community is struggling there is every chance that the business will also struggle, if crime is a problem there is every chance that crime will effect the business also – if a business is viewed as being a strong and loyal contributor to the local community it is likely that the community will support the business.



Forming Partnerships – The Benefits to Business

- Projects and achievements
- A deepening relationship
- Morale and support
- Knowledge and skills
- Profile and influence

Ask for any local community groups to explain how they have benefited from their partnerships?

Discuss ways in which you think community groups can benefit – use diverse examples such as builder assisting/managing a working bee at an aged care facility, the historical society getting photocopying and photography discounted at the local copy centre. Think of your own examples and use these or others that you are aware of locally.

Use any of your own experience to detail how a sponsorship (it doesn't need to be significant) provide a great deal of impetus to a small community group or how a contribution from a local business was able to improve the morale of a local group.



Forming Partnerships – The Benefits to Your Local Community

- A general social improvement in the area
- An increase in flow on benefits to the community as a whole
- Inspiring others

If a local community is seen as vibrant, supportive and cohesive the flow on effects are significant and can lead to better social outcomes, improved education and retention rates, improved health outcomes through social connectedness and improved morale of the local community.

While one community business partnership is unlikely to achieve all of this it also sends a signal that some people are willing to work for better outcomes wither for their group or for their community. As we sometime hear “success breeds success” so if there are successful partnerships it is important for both partners to let everyone know.



Forming Partnerships – Local Government Involvement – Why?

- Able to effectively bring local community groups and businesses together.
- Has contacts and local knowledge beneficial to forming partnerships.
- Has vested interest in seeing local community groups and businesses prosper.

Local Governments can be important third parties when it comes to facilitating and supporting partnerships. Councils' knowledge of local groups and businesses, their contacts and the fact they have a real interest in ideas which have positive benefits for the community they look after are all reasons why drawing on their resources can be a good idea.

Forming Partnerships – The Benefits to Local Government

- Encourages local economic and social benefits.
- Forges positive relationships between community, businesses and council.
- It improves community and business perceptions of the council
- Shows a commitment by council to community groups and businesses.

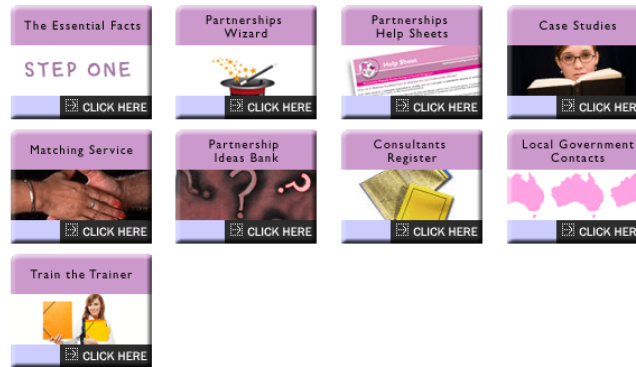
Not only that, but councils can also share and enjoy the benefits of community business partnerships as well.

These benefits can be direct – through boosts to reputation, perception and involvement, or indirect – through boosts to the local economy.

Either way, the benefits are there for local government, and can be harnessed if they are willing to get involved.



The Brokerage Service: Resources for community groups



www.ourcommunity.com.au/partnerships

The Community Business Partnerships brokerage Service has a number of resources that can be downloaded and referred to. Advise groups to look over the website at www.ourcommunity.com.au or specific pages:

•For community groups: www.ourcommunity.com.au/partnerships

The Essential Facts Guide – can be downloaded and provides essential information on starting, developing and maintaining community business partnerships

Partnerships Wizard – groups can test their readiness to start a community-business partnership

Partnership Help Sheets – provides help on all aspects of starting, maintaining and finishing community-business partnerships

Case Studies – successful community-business partnerships in action

The Matching Service - Community Groups and businesses can register their interest in the brokerage service by completing the on line registration providing relevant details to allow matching.

The Partnerships Ideas Bank provides details of simple examples of ways to develop community business partnerships

The Consultants Register provides details of consultants in the field of community partnerships - Our Community strongly recommends that before any decision is made to engage a consultant (or any consultant for that matter), you undertake the appropriate due diligence by performing background reviews, interviews, reference checks and quotations. We do not vet those listed.

Local Government Contacts - Details of all local governments throughout Australia and contacts of staff working on community-business partnerships.

Train the Trainer – this slide show and other resources available for others who want to spread the word



The Brokerage Service: Resources for businesses



www.ourcommunity.com.au/bus-partnerships

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Case Studies – successful community-business partnerships in action

Note: this section of the website also contains other corporate responsibility resources. Some of these are freely available, some are password protected.



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You can talk through the fact that most organisations immediately think that that this is about getting money from business there are a large number of ways that these partnerships can be formed – can anyone think of some others?

Community Business Partnerships: The Mix

- Business as a Collection Point
- Volunteering
- In-kind Donations
- Discounted Services
- Sponsorship
- Skills and Knowledge
- Mentoring
- Sharing/Donation of premises and other Infrastructure
- Employment/Work Experience
- Community Involvement Programs
- Monetary Donations
- Scholarships & Awards

Read through the list and cross reference to any audience member who may have brought any of these up – (e.g. “Yes, that’s right Joan - mentoring is up there”; “John you mentioned in kind donations didn’t you etc.”)

Business as a Collection Point

Collecting on behalf of a community group:

- The business agrees to a collection tin for a nominated community group being placed on its front counter for donations from customers or visitors.

Paying an amount to a community group on goods sold:

- The business providing a percentage of the sale price on an item/items to their community group partner.
- The business donating to their partner a 50c gift for every one of a specially marketed item (cakes, wine) sold.

As we go through each of the coming slides most are self explanatory so don't need much explanation – try to bring up local examples or initiatives encourage groups to raise these as you go along.

Example: If anyone is aware of how or where some of these are operating locally please share these with everyone else.

Volunteering

Individual volunteering:

- Individual staff members reading to children at a local library/school; planting trees for an environment group in an area they are trying to rehabilitate.

Employee volunteering:

- Staff work together to build a community playground; as marshals/guides for a special event held by their community group partner.

Is anyone aware of any business who allows staff time off to volunteer locally – is this generally done individually or as a team. What do you think the benefits might be for each?

For individual volunteering groups can often roster or rotate volunteers and ensure that programs can continue to function. With larger scale group volunteering this tends to be more one off or for special efforts or projects.

Use any local examples that you can think of or ask the audience for their experiences

Volunteering

Whole of business:

- A company working bee.

Joining a community group, community business board or committee:

- Where business can provide expertise in a role on their community group partner's board or committee.

Try thinking of how you can weave yourself into the presentation – e.g.

“Has anyone had experience of a whole business volunteering for a working bee? What a great idea – imaging your local hardware store and their staff – I bet there would be some great experience there”

Has anyone got a member of a local business on their board? Think of the types of skills we could get to assist community groups – a marketer, accountant, lawyer, carpenter, local government rep – wouldn't that be great if we could some of these business people on board..

In-kind Donations

Donations of goods:

- A building supplies company offering materials towards construction of a new community facility.
- A restaurant donating excess food to a shelter or group to distribute.

Donations of services:

- A tradesman offering expertise in the building or maintenance of a community facility.
- A hairdresser providing free haircuts for those at an elderly citizens' home.

Donations of resources:

- A business allowing community group partner to use the photocopier to print off flyers

You could ask the audience if they have heard of “in-kind” donations?

An in-kind donation is basically any non-cash donation of goods or services. Some examples are detailed on the above slide.

Discounted Services

For example:

- A landscaping firm working on improving the grounds of a refuge.
- A plumber fixing a kindergarten's leaky pipes.
- A lawyer helping a community sporting club on insurance issues.
- Any situation where the business charges their community group partner a discounted or small fee for the goods supplied or work done.

Pro Bono is “for the public good” and these days is generally taken to be the provision of goods or services for free. As an example in most legal firms throughout Australia have a policy of contributing to the “public good” by providing some component of their work as pro bono services.

Sponsorship

Supporting a team or group:

- A business might provide in-kind, financial, pro-bono or marketing support in return for having its name or logo on a sporting team's uniforms or at a community group's premises.

Supporting a project or effort:

- A business might provide support in return for branding the event with its name, offering naming rights support to the event or project or having a car or vehicle used by the community group branded with its name.

It is important to point out with this slide that many groups interpret sponsorship to be, in effect, a cash contribution.

You may wish to alert the audience that sponsorship like all community business relationships should be a “partnership” and not be confused with a “donation”.

If a community groups is sponsored there is generally an expectation from a business that they will receive something in recognition (a sign, advertising in a newsletter etc). This is part of the partnership approach.

✓ Skills and Knowledge Sharing/Secondment

Skills and knowledge:

- A business or community group with knowledge or skills useful to their respective partner can share them – e.g. a business partner sharing its management techniques; a community group sharing its local networks.

Secondment:

- An accountancy firm sending a staff member on secondment to a community group during tax time. In return the community group could direct its business through that accountant, and recommend it to others.

You may wish to discuss here how local community groups would be able to use a “seconded” staff member and what types of skills would be highly valued. In many cases it may be more valuable to have a general dogsbody rather than the local Accountant or chef.

Generally discuss how these could/would be achieved.

Mentoring

Mentoring a community group partner:

- A business could mentor a community group member to increase their skills or knowledge to benefit everyone.
- Specific guidance could be provided on difficult issues such as community group work place conflict or industrial disputation, financial systems and management; marketing etc

It is worth pointing out that mentoring does not necessarily need to have a huge amount of time related to the mentoring. Many mentors are accessed more in times of need or casually to discuss issues or events as they occur. More formal mentoring programs may have a commitment from both parties to a period of time, a regular meeting or phone call – there are even examples of mentoring via email –so there are really no boundaries as to how mentoring could be developed.

Discuss your own experience of mentors – Have you had a mentor? Have any members in the audience had a mentor or are mentoring a group or individual currently or in the past?

Sharing Premises and Infrastructure

Sharing office or storage space:

- A business could donate a spare room or a desk to a small community group.
- Share a boardroom or meeting area with a community group for their monthly meetings.
- A business with a spare room could share it with a community group, charging it a fraction of normal rental costs.

Sharing promotional vehicles:

- A business could advertise a community group's activities in its newsletters,
- A community group could advertise a business in its newsletters.

Has anyone been the beneficiary or provided any of these? Think of the practicalities that would need to be worked through – there is obviously a need for commitment from both parties for these to be successful.

Employment/Work Experience

Employment:

- A business could work with a community group to open up job opportunities for indigenous people or people with disabilities,
- A community group could provide training for business staff/apprentices in issues to do with disability, cultural diversity, young people etc.

Work experience:

- A business could provide community group members with work experience – hence strengthening the group and the wider community.

Many businesses support local communities through employment and work experience programs.

What skills could a community group member gain through work experience? What types of community groups would be suited to these programs?

Community Involvement Programs

Formalised community business partnership policy:

- Developing a stated policy with aims and a commitment to improving the local community.

Consulting with groups on access for all:

- Working in partnership with community groups to improve access to buildings and facilities for young people, seniors, people with disabilities.

Think of local employers and whether they have a commitment to local community. As an example Toyota has a commitment to assist the community of Hobsons Bay and Port Phillip in Victoria where they have a strong business presence.

Ask any businesses present if they have consider a formal policy or even have one in place?

What issues/local community concerns could be targeted by a formalised community business partnership in your local community – ask groups to think of businesses who may be able to assist.

Monetary Donations

Project/program specific donations:

- A donation from business might be directed towards a specific community group partner program.

Staff payroll deductions:

- Regular staff contributions - staff are able to sign up and make regular donations to either a particular group, or one of their own choice.
- Staff can donate through special events – a gold coin morning tea or casual clothes day – to their community group partner.

Many businesses and community groups believe that cash donations are the best way to contribute so it is worth discussing how beneficial and valuable all of the previous methods of community business partnerships are and how they are likely to be particularly more valuable in the longer term than a one off cash donation.

For business it may be that they think of how a donation can be spent in a way that provides an obvious link to the business (e.g. the local supermarket could provide a donation to a meals on wheels program)

Scholarships & Awards

Creating a named scholarship:

- Business and community group partners can work together to create a scholarship or an award in a field of mutual interest; e.g. for leadership training

This is an area that is continuing to grow in Australia and an area where many larger businesses are making a meaningful contribution to local communities.

If you ask the question about a business providing a scholarship – most thoughts will generally lead to a university scholarship. Ask the audience how else a scholarship could assist a local community – this could be a talent scholarship (arts, sport, trade), travel (to gain experience, learn from best practice), for leadership skills (formal leadership course), to learn new or advanced skills (nurses, young drivers etc). There really are no boundaries to what a scholarship or an award could bring so it is a great way to get people to think of how this could be valuable to both the business and the community.



The Brokerage Service

www.ourcommunity.com.au/partnerships

www.ourcommunity.com.au/bus-partnerships

Has anyone got any questions at this stage about the types of community business partnerships?

What do people think will be critical elements to successful community business partnerships? Discuss and then move to NEXT SLIDE



The elements of a successful community business partnership

- Clarity up front about what each party expects from the partnership
- Effort into the relationship
- Open communication between the parties
- Mechanism for communication throughout the partner organisations
- Continuous checking that both parties are satisfied and fully engaged
- Mutual respect and satisfaction

The key to this slide is to stress the key component of sharing. A partnership cannot survive if one partner continues to be dominant. An equal arrangement is preferred but there will always be times when one partner may need to be more forward in the partnership and this does need to be recognised and accepted.

It does help for all of these shared arrangement to be documented – this document should be a “living” document and as the partnership evolves will need to be reviewed and redeveloped.



The steps in establishing a partnership

1. A clear view from one of the partners (usually the community group) about what it is exactly you want the partnership to achieve
2. The view expressed simply – in a written format and also broken down into overheads (no more than 10)
3. A face to face meeting to present the vision
4. An agreement drawn up with the details and questions resolved - sometimes takes a number of meetings
5. Regular meetings to discuss the progress and mutual satisfaction with the project
6. Gradual deepening of the relationship – engaging the business in the community events
7. Forward planning for next steps in the relationship

While these steps present a guide to establishing a partnership documenting the values and goals to be achieved prior to meeting and discussion can provide a good way (don't necessarily need to be in overhead format – can simply be 8 to 10 key points that can then be discussed and broadened in discussion)

Obviously the key is to **PLAN** to make the partnership successful.



Brokerage Service Contact Details

For more information on the Brokerage Service,
contact Our Community at:

PO Box 354 North Melbourne, Victoria, 3051, or at
51 Stanley Street, West Melbourne, Victoria, 3003.

Phone (03) 9320 6800.

Fax (03) 9326 6859.

E mail: denism@ourcommunity.com.au

Website: www.ourcommunity.com.au

Any facilitator can provide their own details for follow up discussion, support or advice as well as these details that support the brokerage service.

It is also an appropriate time to detail local support such as:

- **Local Government**
 - **Community Services Officers**
 - **Economic Development Officers**
 - **Arts, Recreation and Leisure Officers**
- **Area Consultative Committees**
- **Chambers of Commerce and Industry**
- **Community Business Brokers**
- **Consultants**
- **Community Groups**



For Community Groups Preparing to Register at the Brokerage Service:

- Prepare a summary of your organisation: what field and geographic area it works in, what it does and who it works with.
- Think about the types of partnerships that would be most beneficial to your group.
- Also make sure any description of your organisation outlines what you can offer a prospective business partner.
- Ensure contact details for your organisation are prepared and correct.

A little bit of preparation work can be done by community groups before they register at the Brokerage service website. It is important community groups do this work so they can quickly and concisely fill out and register their details on the website.

 REGISTER NOW

www.ourcommunity.com.au

service@ourcommunity.com.au

A reminder for business and community groups to register their details on the brokerage service – suggest that organisations go away, look at the website, think about what type of partnership they may be interested in and then register.

Strongly urge groups to do this as the service will be relevant to all types of community groups and businesses. If they don't have access to the internet they can call or email the brokerage service.

Matching Service Choose a Partner



[Click Here >](#) 

We are about to undertake a simple exercise to get you to start thinking about starting a partnership....It's not difficult and is meant to end the evening (afternoon/morning) on a positive note so let's make an effort to do this well.



Partnerships Now!

Step One: Introduce yourselves to the person beside you – let them know your name and what organisation you are from.

Find someone you don't know

Step Two: Each person should discuss for 3 minutes each how you would approach a business or community group and what "type" of business you might approach.

Use your own business or community group

Step Three: Let's discuss some of these examples.

You need to keep control of this exercise –

Monitor the audience try and keep it cheerful and keep track of the time

AFTER 3-4 Minutes announce that it is time for the other person to discuss how they would approach a business

AFTER a further 3-4 minutes call the group back together and discuss how people went.

AN ALTERNATIVE EXERCISE

Step One: Break into groups of ten.

Step Two: Introduce yourselves to each other and outline what group or business you are from.

Step Three: The group decides to choose one group (a business or community group)

Step Four: The group then spends time talking about what the community group or business: **a)** Could offer; **b)** Types of partnerships that could be explored

Step Five: Come back into the big group

Step Six: Go forth and multiply



Don't forget to use the conclusion as a bringing together of all of the ideas, discussion points and your own presentation to sum up the key messages such as:

So in ending it's important to remember that community business partnerships are not just about a business providing money to a community group but the more successful partnerships are about the shared knowledge, support and communication of the two parties in a number of ways.

It can be a simple relationship or a complex one but the keys are:

- Communication
- Organisation
- Co-ordination
- Co-operation
- Consultation

If anyone would like any further information or support or ask any questions I'd be pleased to assist and don't forget that the brokerage service can be accessed on the internet at www.ourcommunity.com.au and **you should all be going there now to register your interest.**