



# Case Study

THE PRIME MINISTER'S  
COMMUNITY  
BUSINESS  
PARTNERSHIP



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## Community and Business Partnerships Brokerage Service

Name of Community Group	Name of Business
Zoe's Place	AVJennings

Partnership Description
Zoe's Place is a Children's Respite and Hospice Care program, based in a Centre with a Family Support Service at homes in the community
AVJennings is a construction company, building large quality estates.

Tell us about Your Community Group	Tell us about Your Business
<p><b>Zoe's Place:</b> Zoe's Place is respite and hospice care for the total family where there are children with life limiting illnesses. It has two components, firstly, trained volunteers are matched with a family and give a few support each week.</p> <p>Secondly, we are building a Centre, which will be a "home away from home" where the children can stay for a few days and allow the rest of the family to take a break and deepen relationship. We know that most of the couple break up and the siblings are always affected.</p>	<p><b>AVJennings:</b> AVJennings is a construction company and is building a housing estate adjacent to Zoe's Place. They have committed the company to Zoe's Place, through the financial sponsorship of the major events such as golf day and Zoe's Challenge cycle/walk they have done all the headwork, such as sewerage, power, telephone on the land and this will link to Zoe's Place.</p> <p>They are busy company, but are committed to our Project and a senior member works with our Project Manager for the next phase of construction, giving freely of their expertise.</p>

Why did you want to become involved in a Partnership?
<p><b>Zoe's Place:</b> Initially because we were going to be neighbours and there for the long term. We needed the help of this construction company and they wanted to be Involved in Zoe's Place. We are a Queensland project, but are locally based and in the beginning of the construction of the AVJennings estate there was a resistance from the local community to any new development in the area.</p>

The Community and Business Partnerships Brokerage Service is an initiative of the Prime Minister's Community Business Partnership administered through the Australian Government's Department of Family and Community Services.



This project is managed and sustained through Our Community, with its associate partners – the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria.

**What were you attracted to when choosing your partner?**

**Zoe's Place:** A business that was big enough to assist us and yet locally based, who could benefit from a partnership with Zoe's Place. The management and public relations officers were gracious and supportive.

**Detail the first steps of the process of developing your partnership. Where did you start?**

**Zoe's Place:** We approached AVJennings to sponsor the golf day and then the Zoe's Challenge.

Later when they commenced construction they also, constructed a temporary road for Zoe's Place. We continue to ensure that their help is expressly appreciated and we speak of this publicly whenever possible. We are developing plans for future involvement.

**What have been the benefits – both short-term and long-term?**

**Zoe's Place:** The benefits for Zoe's Place have been financial and knowing that the headwork done by AVJennings saves us many thousands of dollars. They publicise Zoe's Place in the newsletter.

Long term it can only develop for the benefit of both. AVJennings states that Zoe's Place is their preferred charity and Zoe's Place will return appreciation.

We tentatively plan to have an opening ceremony/event together.

**AVJennings:** AVJennings have benefited to be in partnership with a popular charity, because it pulls on the heart strings of the public. We certainly acknowledge their help in our publications, radio, etc.

**What contributions does your organization make to the partnership? (e.g. in-kind support, volunteers, membership on Boards etc)**

**Zoe's Place:** Zoe's Place affords AVJennings and their staff the opportunity to be involved in this important charity, through fund raising events or functions.

We are a high profile charity and we afford lots of scope for a construction company to be involved. This will increase when we need goods in kind. We allow AVJennings to be involved with other like minded generous professional and this is always good for morale.

**What have been the challenges?**

**Zoe's Place:** It is important make sure each

partner is appreciated. To make time to meet and plan, and this is especially difficult for the busy business partner.

### What have been the lessons?

**Zoe's Place:** To remain very professional and respect the advice offered. To keep the partner informed of all media coverage, opportunities and be very sincere in expressions of appreciation.

### What advice could you offer to others thinking of forming a partnership?

**Zoe's Place:** Understand your role as professionals with a responsibility to the public and the partner. Start slowly and appreciate each step. The business partner has many demands on the management and staff. Respect this but know they are interested and that the charity has much to offer to them, in many ways. Finance is not the only consideration – morale, “warm and fuzzy feeling” knowing there is a serious commitment on both sides is essential.

### What plans do you have for future partnerships – with either your current partner or with other organisations ?

**Zoe's Place:** We will always be looking to enter into partnerships with businesses or individual. It is our way for the future, as we will be always in need of financial backing and support of the community, even when we eventually are recognised as worth funding by the government.

We will continue our partnership with the Sir David Longland Correctional Centre, through which the prisoners have made artifacts and paintings to be auctioned and sold. It has raised \$20,000 and has been great for the prisoners and staff.

### If you are willing to assist other businesses or community groups in advice on partnerships would you provide your contact details for others to talk through any questions they may have?

**Zoe's Place:**  
Yes if we can help.  
email [zoespalce@zoespalce.com.au](mailto:zoespalce@zoespalce.com.au)  
Ph. 07 3376655  
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