

Attachment 1 - Yarra Neighbourhood Houses and Yarra City Council Partnerships Strategy and Action Plan 2014 – 2017
Year 4 Actions – 2017

STRATEGY	ACTION	WHO	OUTCOMES
<p>Strategy 1: Undertake a change management process to reach Yarra’s new demographic. Based on the current context the partnership is operating in, continue to undertake a change process to adapt, be sustainable and viable in the changing environment and forge a new role for houses as connectors with the new communities of Yarra.</p>	<ul style="list-style-type: none"> • Identify the changes that we need to respond to as NHs e.g., requests for new activities. • Belgium Ave Neighbourhood House (BANH) and Richmond Community Learning Centre (RCLC) to share findings of research projects at a Yarra Network Meeting. • Council Planner to do presentation for NHs on preliminary data from 2016 Census. • Explore after hours use of houses / share results of Holden St NH ‘After Dark’ Project. • Offer innovations workshop on working with Yarra’s new demographic and a changing environment. etc. 	<p>All Neighbourhood Houses, Communities of Management, Staff Volunteers Council’s Community Planning Unit</p>	<p>All Houses conducted surveys to assess current and future needs of residents. Several NHs trialling after hours activities/programs e.g., markets, music night, celebrations, family events subject to Council regulations. Several NHs continue to strengthen partnerships with corporate sector, e.g. Ford Australia, Bendigo Bank. Collingwood and Belgium Ave NHs houses are developing relationships with Philanthropic organisations to seek alternative funding sources. Alphington and Railway NHs are strengthening partnerships with local schools to engage families, children and young people in a range of skills based activities e.g., peer support/leadership. Alphington established a Men’s Shed. Council’s Social Policy Unit presented Census data specific to NHs and the changing trends in each of the 9 neighbourhoods. Houses to</p>

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			use data for future planning and marketing.
<p>Strategy 2: Marketing, branding and communication. As a network define a key consistent message and develop strategies to market and communicate with the whole of the community, both new and established.</p>	<ul style="list-style-type: none"> • Develop a consistent message e.g.: “Your House, Your Community” or “Your House Our Community”. • Explore a new Yarra NH logo to profile the Houses and the network as a collective. • Explore the possibility of presenting House reports in an alternative format e.g. short film/YouTube showcasing achievements etc. • Continue to develop Yarra Facebook page, e.g., create a snap shot page to promote each house. • Connect with Melbourne Uni marketing interns to assist with marketing of houses. • Develop AVANT cards. • Develop posters to advertise houses across Yarra e.g. at Transport stops. • Use real estate boards to promote the work of Houses – e.g. women from different cultures and their recipes. • Walking groups to do letter drops promoting house activities. • Develop short documentaries of neighbourhood house activities/events and post on social media. • Develop neighbourhood house report to profile houses across Council and the broader community. 	<p>Yarra Network All neighbourhood houses Community Planning Unit Council Communications Unit</p>	<p>New Yarra NH network brochure produced in Partnership with Council’s Communications Unit to promote houses to a broader demographic. All Houses developing new marketing strategies via social media e.g., Facebook, twitter etc. to reach a broader demographic in Yarra. Visits to several houses by Mayor. Link Community newsletter used as a marketing tool for NH activities across the Yarra housing estates and across council. All Houses continue posting of information on Yarra Facebook page to promote houses in social media space to a broader demographic. Belgium Av and Collingwood Houses developing ‘in house’ short documentaries on special events and uploading to social media. E.g., “space between light” festival at Richmond estate. FLN worked with Yarra</p>

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	<ul style="list-style-type: none"> • Maintain connection with libraries to cross promote via the Library calendar • Create short film on “Music from the Heart” community event and post on social media. • Fitzroy Learning Network (FLN) to share crowd funding experience. • Continue to engage with Councillors. • Continue to engage with staff across Council. 		<p>Libraries and Fitzroy Legal Service to plan and deliver the “Bridges to Harmony” Festival. FLN initiated a crowd funding project to support key services and shared learnings with Network.</p> <p>Finbar collaborates with local real-estate providers to promote special events/celebrations. Belgium Ave, Richmond, and Carlton NHs collaborated with Yarra Libraries in “Community Connections” Day to promote services/activities etc. provided by libraries and Houses to a broader community.</p> <p>All Houses collaborated in delivering “Music and Art from the Heart” to promote Houses during NH week to the broader community.</p> <p>Ongoing collaborations with Yarra libraries across all NH e.g., children’s Storytime, ‘English language conversation lounges’, broadband for seniors, movies in the park at Holden St and at Collingwood and Richmond Housing estates.</p>
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			<p>Individual houses maintain regular contact with their Ward Councillors. Houses engage with various council units for input into policies/projects and to link council officers to community groups for consultation purposes e.g., social policy.</p>
<p>Strategy 3: Resource Sharing and Collaboration Investigate the opportunities and operating models for resource sharing and collaboration e.g. IT, finance, human resources, volunteering, cleaning, office supplies, etc. specifically for the Yarra Network.</p>	<ul style="list-style-type: none"> • Network to discuss relevance of findings from Barwon Network’s Shared Services Research project. • Develop a working group to review the feasibility of bulk purchasing, audits and cleaning equipment etc. • Develop a volunteer network group to explore shared volunteer services across all the houses. • Develop a working group to establish a casual employee data bank including policies and procedures. • Houses continue to use dropbox for shared resources e.g. policies/strategies. • Develop a shared equipment list with policies and procedures for use (e.g. laptops, sewing machines, • Explore formal ways to do joint funding submissions. • Invite Knox Learning Alliance (KLA) to present on their model of collaboration and joint tender writing. 	<p>The Network</p> <p>Individual Neighbourhood Houses</p>	<p>Representative from Barwon network shared findings with Yarra network Ongoing discussions at Network meetings on the feasibility of bulk purchasing. Manager from Alphington Community Centre established and coordinated the Yarra Volunteer Network group.</p> <p>All Houses continue to use Dropbox for shared resources, policies/procedures/strategies, promotion of activities etc.</p> <p>Network continues to investigate joint funding opportunities as they arise. The Knox Learning Alliance presented to the Network on models of collaboration.</p>