Building community:

A strategy for community, business and local gorvernment interaction

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in cooperation with

The Solution Network Australia Foundation

Sunshine Coast: Crowd or community?

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Question: How can we promote effective and efficient cooperation between the community and business sectors?

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Survey methodology

- On-line survey
- Promoted through
  - CIS
  - Local chamber of commerce,
  - Other databases
- 199 respondents
  - 45% from business,
  - 55% from community groups

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Business viewpoint

- 74% - supported community groups
- 35% - cash donations
- 26% - staff volunteering and staff expertise
- 19% - would not support in future
  - Main reason – lack of time

Business viewpoint

- Projects appear non-sustainable
- Not conducive to partnerships
  - just giving money
- Strategic relevance in question

- Most important attributes
  - reputation
  - level of accountability

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Community group viewpoint

- 60% received private sector support
  - financial contributions
  - staff expertise or volunteering
- 85% interested in business sector support
  - 65% were proactive
- 25% believed private sector only supported high profile projects

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Community group viewpoint

- Most favourable attributes of a business are
  - reputation,
  - trust
  - integrity
    - Similar attributes sought by business sector

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Recommendations

- Working party - Business and community sector representation
  - Identify common goals
  - Develop strategic framework
- Forums enhancing understanding of:
  - Strategic purpose for region
  - Innovative ways of forming sustainable partnerships
- Forums on Triple Bottom Line reporting
- Workshops
  - Establish fair and reasonable
- More research

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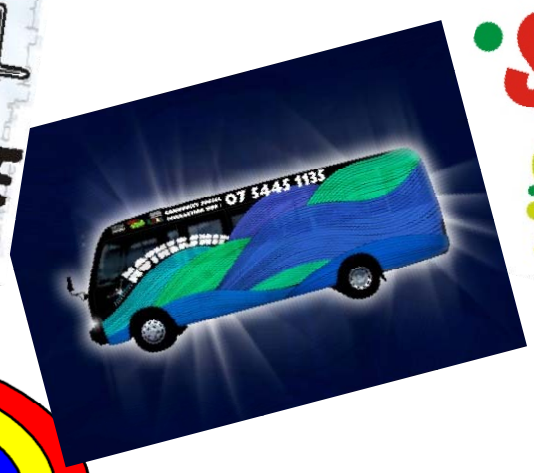
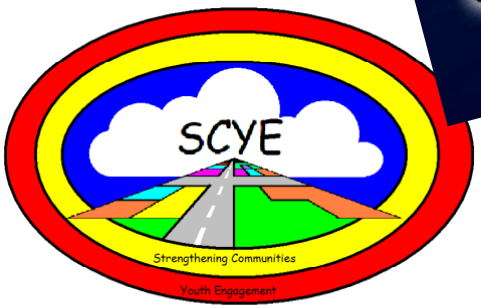
Building community

Solutions from Solutions

What's happening on the Coast now





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Building community

SWYCDAI

so what ya gonna do about it

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- Research papers are available from registration table or through STEPS website: www.steps.net.au