



# COLLABORATION AND COLLECTIVE IMPACT

Advice, backbone support and development

The causes of entrenched community disadvantage in Australia are complex.

No single organisation can solve these issues alone.

We need to work together to achieve change.

It's increasingly acknowledged that wide-scale, sustainable social change needs community-owned solutions, backed by deep collaboration with services, business, government and funders.

To 'shift the dial' on Australia's most pressing social issues, we must move beyond individual interventions and involve 'unusual suspects' in building the solutions.

United Way is increasingly recognised for our collaborative work in Australia, including as a 'backbone' organisation for Collective Impact. We offer genuine neutrality, deep commitment to understanding community, and the skills and networks to mobilise and maintain momentum to deliver lasting change.

## COLLECTIVE IMPACT 3.0

United Way's approach reflects the evolution of Collective Impact.

FROM	TO
<b>THE LEADERSHIP PARADIGM</b>	
Management	Movement Building
<b>THE FIVE CONDITIONS</b>	
Common Agenda	Community Aspiration
Shared Measurement	Strategic Learning
Mutually Reinforcing Activities	High Leverage Activities
Continuous Communication	Inclusive Community Engagement
Backbone	Containers for Change

Photo: The Hive, Mt Druitt: A Collective Impact initiative to ensure all children in the 2770 postcode are supported to start school ready to thrive.

## OUR APPROACH

- **Community Conversations**  
We have the methods, skills and experience to engage deeply with local communities. The findings of our Community Conversations help all local stakeholders to see needs and opportunities through the community's eyes.
- **Neutrality**  
We are neutral players – we don't deliver local services, or compete for service delivery funding. This means we are uniquely placed to facilitate workshops and collaborative initiatives.
- **Strategic advice and support**  
We tailor our advice and support to your unique conditions, with consideration to the readiness of community members and other stakeholders to engage in collaborative work. Our support extends across any or all phases of collaboration, from scoping and development to implementation, monitoring and evaluation.
- **Innovation**  
We use creative methods to bring diverse people and ideas together, and co-design innovative solutions to complex community challenges.
- **Local ownership**  
We build the capacity of local stakeholders to lead change.
- **Embedding continuous monitoring and learning**  
We bring world-leading monitoring and evaluation methods that support your continual communication, learning and improvement across your community's Collective Impact initiative.

## CONTACT US

To discuss how we can support your work please contact Eleanor Loudon on 0422 731 906 or [eleanor.loudon@unitedway.com.au](mailto:eleanor.loudon@unitedway.com.au)