



COMMUNITY CONVERSATIONS

Workshops and forums to create lasting social impact

The causes underlying entrenched community disadvantage in Australia are complex.

Developing holistic, sustainable solutions requires understanding the unique local strengths, issues and aspirations from the perspective of a broad cross section of these communities.

This means more than understanding the research – but listening to and learning from people in affected communities, through authentic, assets-based conversations designed for people to share their aspirations and concerns and to unlock ideas and possible solutions.

Providing opportunities to engage in community conversations is a critical first step in mobilising people to develop truly community owned and driven solutions, that ensure their community thrives.

BENEFITS




-  **Improved community engagement**
Greater understanding of local issues, aspirations and solutions
-  **Better community and stakeholder communications**
Builds knowledge of how people talk about issues
-  **Credibility with community**
Demonstrates your organisation genuinely cares about the community
-  **Greater authority**
Because your work is grounded in community aspirations
-  **Improved community development**
Community is inspired to work on local priorities with those who have listened
-  **Strengthened funding potential**
Businesses and foundations are more likely to support organisations that have a deep knowledge of their communities

WHAT ARE COMMUNITY CONVERSATIONS?

Community Conversations offer a structured and meaningful way to gain the community knowledge needed to align community engagement and development work with community aspirations.

These workshops and forums provide a window into how people talk about their lives and concerns, and a unique opportunity to develop or deepen partnerships with non-traditional groups.

OUR APPROACH

-  **Listening first**
It is a common misconception that people need to be educated on how to discuss and frame issues – often it is organisations that need to learn how communities see themselves.
-  **Letting people frame aspirations, challenges, and solutions for themselves**
Our workshops and forums are specifically designed to enable people to describe the change they want to see and next steps, in their own terms, deepening your understanding of how people talk and think about issues.
-  **Quality, not quantity of conversation**
We create space for real dialogue, listening and learning, with an informal format that encourages people to speak freely and honestly, and that builds positive community energy around solutions and ensures reporting back to the community.

CONTACT US

To discuss how we can support your work, please contact our Community Impact Team on (02) 9321 0300 or info@unitedway.com.au