



# COMMUNITY STRATEGY DEVELOPMENT

Building a deep understanding of and engagement with your community to deliver lasting social impact

**Effective community engagement means moving beyond the research, to listen and learn from local people and stakeholders.**

United Way Australia will work with you and your community stakeholders to develop a collaborative strategy based on community interest, strengths and priorities.

We will support you to build authentic, locally owned engagement practices, using methods that deepen understanding of community dynamics and the complex drivers of community change.

## 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.

## BENEFITS

- ✔ **Stronger relationships**  
Mutual understanding and respect through working with a diverse range of local people and stakeholders
- ✔ **Sustainable local ownership**  
Commitment to achieving change is developed when local people are engaged in identifying priorities and solutions
- ✔ **Increased effectiveness and impact**  
Ensure your work meets underlying community needs by aligning your activities with people's aspirations and priorities

## 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](mailto:info@unitedway.com.au)