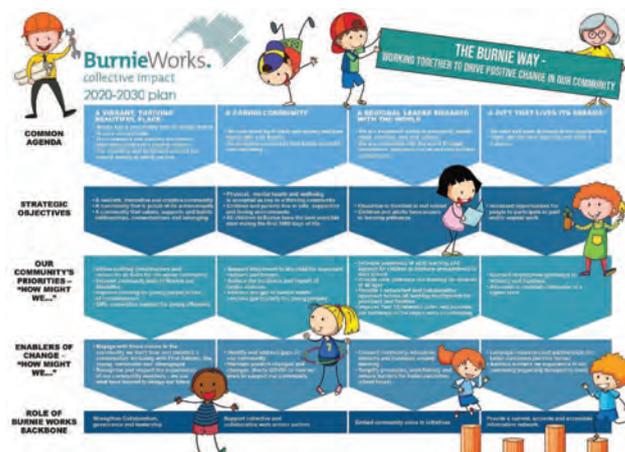


CASE STUDY- AUTHENTIC COMMUNITY VOICE, A BRAND.

Burnie Works embarked on a rebranding project in 2020/21 with internationally renowned creative agency, *For the People*. The backbone collated documents and stories to inform the brand design and *For the People* researched global collective impact initiatives to understand the nature of Burnie Works place based operations. Their findings for collective impact communications from Burnie Works and further afield were typically complex, not easily accessible in terms of language and infographics, and there was a key element missing that might be ascribed to place and the value of authentic community voice.

Fast forward to the Burnie Works pataway works brand launch events and workshops, held over 3 days in June 2021, and it's a community member, Taylor Woodward, who officially launches the new brand for Burnie Works with peers and colleagues cheering on in the audience. What has transpired in the months preceding can be attributed to the team's focus and motivation to elevate the lived experience and community voice in Burnie. A way of working that continues to inform brand identity (and cultural awareness).

Burnie Works stakeholders identified that community voice needed to be amplified, in strategic planning workshops in early 2020. It was documented as an enabler of change and published in the *Plan on a Page*, a strategic document that was released to stakeholders in July 2020. It immediately informed the way of working for the Burnie Works team. Simultaneously *For the People* worked on the re-design of the Burnie Works brand, meeting with the team after a first concept failed to capture the community- led nature of the collective impact initiative. The Burnie Works team gave feedback on the design, including a focus on making it accessible to community members. The *Enabler of Change* with reference to elevating community voice from the *Plan on a Page* is: firstly, how might we engage with those voices in the community we don't hear and maintain a conversation including with palawa people, the young, vulnerable, and disengaged? And secondly- How might we recognise and respect the experiences of our community members – we use what we have learned to design our future?



ELEVATING COMMUNITY VOICE

The Burnie Works team sought out the expertise of Dr Paul Prichard from the Murdoch Children's Research Institute and invited Burnie stakeholders to attend workshops on Engaging Community Voice in May and September 2020. The invitation to join the learning opportunity was targeted at the established working groups with key stakeholders and participants introduced to the [Platforms](#) methodology, which has been used in best practice establishment of Child and Family Centre's in Tasmania. There were many elements of this training that were put into immediate practice for the team with community engagement efforts and it sparked further work in Burnie Works focus areas. The Burnie Works Local Drug Action Team went on to have an internal planning session on engaging community voice in early 2021 for the work being undertaken with the creation of the *Know Your Risks* booklet. The content for this booklet has come from the community, for the community as a result, with a sub-group working out of the Burnie Community House on the re-production of *Know Your Risks* (due to be released in 2021).

The Burnie Families Group was established by the Burnie Works backbone team in October 2020 on the back of the Paul Prichard training. From the outset, the aim for this monthly community circle was to have at least half of the participants contribute to the group with expertise in the lived experience for Burnie Families, along with service providers and support workers in the Burnie Families space. It has been through the circle structure, and the subsequent connections and growing trust between participants, that Burnie Works team has been able to tap into a new channel of voices which may not otherwise have been heard. The group is still meeting monthly and fluctuates with community participation but has established a '*Working Together Agreement*', that allows flexibility for members to come and go as family duty calls.

INTRODUCING TAYLOR WOODWARD, BURNIE WORKS COMMUNITY MEMBER

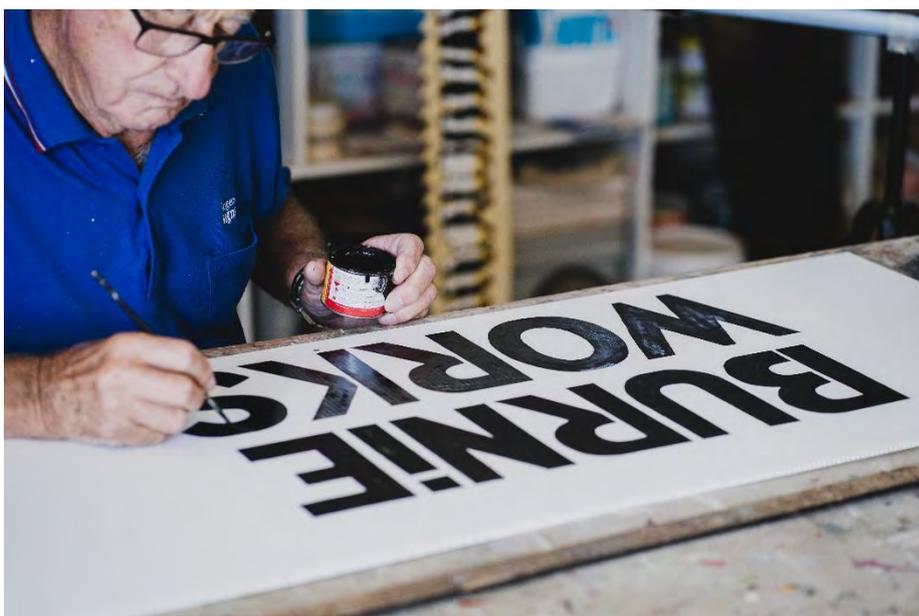


Taylor has been fundamental in elevating community voice in the Burnie Families. Not only has she contributed to the Burnie Families group, but she also helped plan the Havenview Community Connection event in January 2021 and shared her story as part of the Burnie Works social recovery campaign. A pivotal point for Taylor was her involvement in the *Stronger Places, Stronger People* Learning Circle process. It was the second Learning Circle held in Burnie and the first

time there have been community members contributing to the shared learning and strategic planning. Taylor and the other community member had their voice heard in the room with local industry, non-government organisations, and government partners from state and federal departments. Taylor reflected on her experience, as one of two community members at the Learning Circle when she officially launched the new Burnie Worksbrand at the Burnie Town Hall on June 25th, 2021.

“I’d like to mention the Learning Circle I attended earlier this year and how one important thing that was spoken about was breaking down that line of introducing yourself by your job, not yourself and making everyone equal and feel valid. We are people, not jobs. To me, Burnie Works is doing that by bringing people together from all types of involvement and hearing us equally and creating a space where our voice matters more than our job title. ”

[A Working Type](#), is part of the Burnie Works brand story and explains the making of the Burnie Works font. It is a unique typeface that can be re-worked with messages from different Burnie folk over time, using stencils of the font typeface. Burnie Works community members and partner organisations can use the brand guidelines including the messaging and typeface in their communications about shared projects, messaging, and objectives. On September 1st, a group of youth from Burnie spray painted a key brand message from Burnie Works, as well as shared their ideas and story on film as part of a youth engagement and brand awareness project with partner organisations. Read more about this example of authentic community voice, a brand [here](#).



IMPACT CASE STUDY

AUTHENTIC COMMUNITY VOICE, A BRAND.

CHANGE IN THE CONDITIONS OF COLLECTIVE IMPACT

Movement building	The Burnie Works brand was designed and made by a local artisan. It was curated by For the People inspired by images used in social movements across the world. The brand, including pataway works logo, is designed to be owned by the Burnie community as a symbol of identity and pride critical to strong communities. The brand is also able to be used by Burnie Works members and partners.
Community Aspiration	The Burnie Works brand builds on the cultural identity of Burnie 'City of Makers'. The focus on engaging community member experience, particularly through the Burnie Families group, enables community members to feel a part of Burnie Works and realise that their contribution matters.
Strategic Learning and Shared Measurement	Community involvement in the progress mapping and learning circle SPSP accountability processes meant that member's voices shaped the action plan.
High leverage and system focus activities	The approach to facilitating spaces for community engagement has shifted from expecting community members to join formal agenda driven meetings to hosting intentional conversations. The backbone team has used these opportunities to understand the systems issues faced by community members.
Authentic community engagement	This case study shows the impact on a community member when they feel that they have been involved in authentic relationships for the purpose of positive action.
Container for community change	The Burnie Works team roles were facilitator, project manager, communicator, and connector.

CHANGE IN THE SYSTEMS

Policies	Burnie Works has integrated the learnings from these approaches into our stakeholder engagement strategy.
Practices	
Resource Flows	Funding for the brand provided employment for local artisans and printers.
Relationships and Connections	The intentional focus on increasing opportunities for community member involvement has enabled more than ten families to regularly participate in the Burnie Families group.
Power Dynamics	This case study demonstrates the community member's experience of feeling empowered through participating in the SPSP learning circle.
Mental Models	The Burnie Works community owned brand and launch by a community member is a step in enabling the community to own the work of Burnie Works.

CHANGE FOR INDIVIDUALS AND THE BROADER POPULATION

Individuals	These initiatives had an impact on individual community leaders.
Population	As the brand is used across the community, this will be a lead indicator for contribution to population level change in strength of culture and identity.