

## CASE STUDY – MAKING PLACE BASED KNOWLEDGE ACCESSIBLE

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*When local knowledge leads, Burnie Works*

*Burnie community members are the ones who truly understand their experience – so we need to include and involve them to act on the issues they see are important .*

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Strategic learning, through shared knowledge, is one of the six conditions for collective impact. Burnie Works vision is to create a shared learning environment where continuous knowledge and sense-making is happening at all levels of the system. Where what we learn helps stakeholders to make decisions about where and how to act, to make any changes to how activities are being implemented and demonstrates impact.

The ‘knowledge’ we need to do this is more than data. Population level data is important, but it alone will not give the context of ‘why’ things are the way they are. It’s more than collecting information, it’s having ways to involve people in making sense of all of it together. Stories are at the heart of every community and that data can help define these stories, turning them into a powerful narrative, especially when combined with the community voice of local, lived experience.

Place-based knowledge includes:

- Demographic data
- Research
- Assets and systems
- Lived experience and community understanding of what is happening and why



The journey to a culture of a shared learning environment starts with inviting people to visualise the data that is available, test it against their experience and reality, and question how it’s presented. In June, 2021, thirty people participated in two Data Walks focusing on the nationally available population data for F1D, education, and employment. Facilitated by *Stronger Places*, *Stronger People’s* partner SEER Data, community residents, service providers, Government representatives and others reviewed data

presentations in small groups to ask questions like ‘Is this telling us the real story?’ ‘What are the gaps?’ ‘How can we fill them?’

Easy to interpret insights were displayed around the room. A visual storytelling experience of what data is available and what it can tell us now, engaged Burnie collaborators to let them see which stories resonate and which fall short. Energetic changemakers made valuable contributions through robust conversation, connectedness and colourful post-it notes to identify the nuances of Burnie’s unique needs.

Following the insights and critical questions, we heard that there is more to the story of the employment trajectories of young parents. A young mum shared that she was in that category, but she did not see herself as an unemployment statistic. She prioritised engaging in local supports to be the best mum she could be. Now her children were older, she was on the path to further education and employment in the social services sector. Through this person sharing their story, conversations emerged about the impact of informal caring and chronic disease on the employment statistics.

The data walks confirmed that the data that is available is out of date and doesn’t tell the whole story of what is happening in Burnie. Individual population indicators are not enough to reveal where and what exactly the issues are.

We have taken what we heard and are supporting the Burnie Works BIG (education) Committee to develop its strategic plan and evaluate its core activities. We are using what came from the data walks to inform how we gather the knowledge to understand the issues facing families in Burnie as they create an environment where kids thrive and are ready for school.

Through our relationships with the Burnie Child and Family Centre, Community House, and Burnie Library, we are hearing that the issues that affect families in the critical F1D of life are:

- Housing vulnerability
- Domestic violence
- Emergency relief
- Access to supports from pre-natal to age 4, particularly child and maternal health



The data walks confirmed that presenting population data in graphs alone doesn't give community the knowledge they need to fully understand what is happening for families to create effective action. Participants are not asking for raw data. They are asking for infographics that will show trends over time and the inter-relationship between all the areas that create the conditions for thriving families.

We are now working with data custodians from across governments to bring together information from across the separate silos. The community will use this to inform their locally designed communication campaign for the F1D.

We are working with the Tasmanian Department of Education to co-design place-based reporting for the next release of the Australian Early Development Census. We are working with the Department of Communities to inform its implementation of the Tasmanian Child and Youth Wellbeing Framework, a priority of the Premier.

The data walks created energy and momentum for the participants to grapple with what knowledge do they need and how do they need it presented. The conversations with partners and data custodians have led to a commitment to more than sharing data, a commitment to work together to create and communicate the knowledge that will inform place-based action and policy making.

**WITH LOCAL INSIGHT, LOCAL KNOWLEDGE AND LOCAL ACTION, BURNIE WORKS**

# IMPACT CASE STUDY

## MAKING PLACE-BASED KNOWLEDGE ACCESSIBLE

### CHANGE IN THE CONDITIONS OF COLLECTIVE IMPACT

<b>Movement building</b>	This case study illustrates the first steps of change to create an accessible place-based repository of knowledge that the community is able to access, make meaning of and informed decisions for action.
<b>Community Aspiration</b>	The data walks are an example of enabling community to engage with data.
<b>Strategic Learning</b>	Place-based knowledge underpins the innovative change cycle. The themes from the data walks have been incorporated into conversations with data custodians to access data in the form community needs.
<b>High leverage and system focus activities</b>	Bringing together place-based knowledge enables a greater understanding of the systems issues and identification of high leverage activities.
<b>Authentic community engagement</b>	The data walks involved community members, service providers and government officials.
<b>Container for community change</b>	Burnie Works roles included facilitator, communicator, enabler, insight creator.

### CHANGE IN THE SYSTEM

<b>Policies</b>	Since the data walks, Burnie Works has had conversations with several data custodians about the data needed and the form. There has been commitment to provide data snapshots for the work on the First 1,000 Days and education. This data has not been able to be accessed at the local level before.
<b>Practices</b>	
<b>Resource Flows</b>	Gathering and sharing of knowledge and insights through the data walks and subsequent activities, has enabled effective sharing of the data across programs.
<b>Relationships and Connections</b>	The process of the data walks connected community members, policy makers and service providers, educators and employers in one place. This created opportunity for sharing perspectives on the information each group needs and how they make sense of knowledge.
<b>Power Dynamics</b>	Information is power. The shift to provide communities with knowledge in a form that they need and understand it is empowering.
<b>Mental Models</b>	This exercise has shifted mindsets from data being too hard to get to exploring the knowledge that community needs and why it needs it. This has changed relationships with government data custodians.

## CHANGE FOR INDIVIDUALS AND THE BROADER POPULATION

<b>Individuals</b>	Not applicable
<b>Population</b>	Progress through the data walks is a lead indicator that communities will be able to make decisions on actions that will create the conditions for population change.