

Let's get

proud!

# Strategic Plan 2019

January 2019

Created by LGBTIQ+ community members and the partnership of ...



# Welcome to our first plan!

There is a large, strong and active LGBTIQ+ community in Mount Alexander and this is our first strategic plan. It has been created through a Victorian Government grant to strengthen the LGBTIQ+ sector to help us promote LGBTIQ+ arts and culture, celebrate diversity and acceptance, and build resilience against LGBTI discrimination.

The grant is held by a partnership of organisations that support us – Castlemaine District Community Health, Central Victorian Primary Care Partnership, Castlemaine Community House and Mount Alexander Shire Council.

There is work to be done in our area. While some of our LGBTIQ+ community members report that it is “easy” living here and they feel respected, others do not and instead feel “isolation from any visible culture or community”.

Through this plan we will begin to address that.

Being LGBTIQ+ in our area is ...



Results from 18 community members

With the grant we have run two workshops, advertised widely across the area.

The first was with eighteen LGBTIQ+ community members (with five more inputting but unable to attend). We asked ourselves “what would make life in the area better for LGBTIQ+ people” and from our ideas this strategic plan was born. We acknowledge that there are a lot more opinions in the LGBTIQ+ community than we were able to hear on the day. We are committed to using our first activities to reach more people – demonstrating what we can do – so we can develop this plan further.

*“Great ideas were generated and it was nice to feel not so alone in this work.”*

*“[The workshop was a] good starting point – a long way to go and it will be important to try and unite the groups within groups, and focus on the positives.”*

Workshop participants

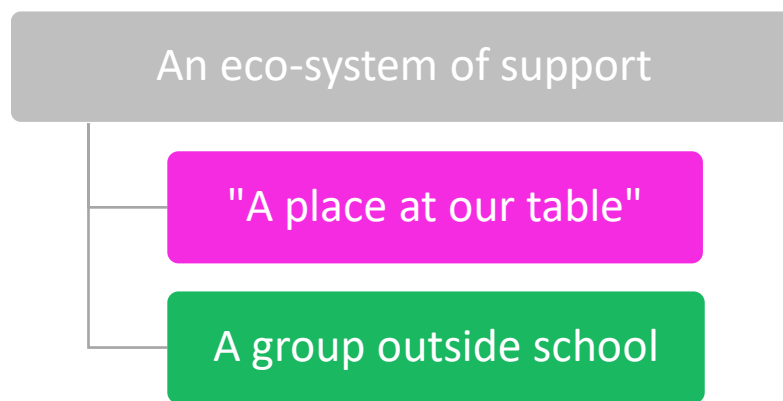
At our second workshop, we invited partner organisations and other allies, including businesses, to work on our ideas with us. Twenty people joined that discussion.

*“Great to share ideas and resulted in an overwhelming feeling that many of the discussed ideas are possible – some may even be actioned immediately.”*

*“Great to be involved in the discussions around these issues and how organisations and the community can mobilise to create positive change.”*

Workshop participants

We have come up with three initial goals.



**Goal 1. An eco-system of support:** This goal ensures whatever actions we choose are taken up and supported by our partners and allies. We are a creative and highly motivated community and we do not need other people deciding what we need. However, we do need others’ buy-in to be effective and to fight against discrimination.

**Goal 2. “A place at our table”:** This goal will be our main initial action. Working with businesses and arts organisations we will create an exciting and engaging local presence, installations, and events to ensure our community is welcome, connected and valued.

**Goal 3. A group outside school:** This goal will coordinate existing activities in the area to create a dynamic activity fuelled group for young people to ensure that they have a safe place of their own and also feel welcome, connected and valued.

## Keep in touch

Our next step will be to put this plan into action and reach out to more LGBTIQ+ community members and allies. To get involved or just stay informed, please send an email to [cmaintakespride@cdch.com.au](mailto:cmaintakespride@cdch.com.au).

# GOAL 1

Let's Get Proud! Partners

## An eco-system of support

With our partners, we will create a strategic, coordinated approach to supporting the aspirations of the LGBTIQ+ community

### HOW WE WILL DO IT

We will ...

1. Create a local representative LGBTIQ+ leadership group to advocate for the community and be custodians of this strategic plan.
2. Develop the plan as we broaden our understanding of the needs in the community.
3. Create working groups to undertake specific goals.
4. Ask partners to create a joint-funded/owned coordinator role, to support the plan by:
  - Fostering co-operation, collaboration and communication.
  - Developing a snapshot of the community and evaluating our actions.
  - Identifying opportunities and resources and helping set up projects.
  - Arranging inclusion training for businesses, public/community organisations, schools and clubs.
5. Ask partners to consider additional ways that they can enact support, for example, through small grants, assistance with advocacy campaigns, promotion, etc.



# GOAL 2

Let's Get Proud! Business

## “A place at our table”

We will create opportunities to symbolise welcoming and ongoing connections between business and the LGBTIQ+ community

### HOW WE WILL DO IT

We will...

1. Find a network of supportive businesses through the Castlemaine Business Association and our own ambassadors.
2. Develop “A place at our table” into an identifiable aesthetic/brand that would include an installation that can move around (such as an actual table we can set up at to invite conversation at markets, festivals, etc). This will also include a range of events and activities in participating venues, such as happy hours, fortnightly welcome café get togethers, women’s or “coming out again” dances, movie screenings, a collection of books and films in the library, installations at the various markets, an information point at festivals, and an annual calendar of events (seniors and harmony week, festival of gardens, documentary film festival, blues and roots festival, etc).
3. Create a local sign of support for businesses, public spaces and clubs to display.
4. Demonstrate in a business case that we can attract audiences, including from beyond the Shire, by mapping LGBTIQ+ event numbers and demographics.
5. Create promotional material and publicise opportunities through the local papers, partners’ networks, and events.



# GOAL 3

Let's Get Proud! Youth

“A group outside school”

We will create an activities based, inclusive, youth-led space

## HOW WE WILL DO IT

We will ...

1. Bring LGBTIQ+ young people together to design a welcoming and connecting youth space.
2. Build on Mondo Lounge that the Council runs to create a youth space (queer specific or queer ethos but all will be welcome) that will run a few nights a week. This will offer youth co-designed activities including, workshops, events, zine making, supportive group discussion with older LGBTIQ+, opportunities at festivals, and other fun.
3. Advocate for funds for a youth worker to coordinate it (the type of support and worker will be determined by LGBTIQ+ young people).
4. Map the activities, people and resources that are available in the youth space in our area and create a register of volunteers, peers and mentors to assist with activities.
5. Find opportunities to link it to “A place at our table”.



# What success will look like

We will create a dashboard of our achievements over our first year. Success will be determined by:

1. The formation of a sustained leadership, group, partnership group and allied organisations/businesses.
2. The actions we will undertake to achieve our goals.
3. Participants and reach.

OUR LEADERSHIP GROUP		
A leadership group is in place with 9 active members and 9 supporters. The make-up of the group will represent the diversity of our community.		
A strategic plan has been adopted by the leadership group and the partnership.		
1 other organisations/business are actively supporting		
OUR ACHIEVEMENTS		
Goal 1	Goal 2	Goal 3
Partnership group has provided support through: <ul style="list-style-type: none"> <li>- Providing a space for workshops.</li> <li>- Administrative assistance for organising.</li> </ul> Networks have been created with leadership groups in adjoining Shires.	1 business is actively involved 1 event (including installations) has been created: <ul style="list-style-type: none"> <li>- Theatre Royal "Thursgay" (below): 63 Facebook likes, 30 participants at first event and double that at the second.</li> </ul>	Current activities mapped to examine the possibility of a joined-up solution.

*After our workshop with allies Theatre Royal got the "a place at our table" idea rolling with a Thursgay happy hour.*



# Appendix A. How this plan was created

This plan was created by a partnership of Castlemaine District Community Health, Castlemaine Community House, Central Victorian Primary Care Partnership and the Mount Alexander Shire Council after receiving a Victorian Government LGBTIQ+ Community Grant. The program's objective is to strengthen and build the capacity of the LGBTIQ+ sector in Victoria.

The grant was specifically to:

- Formalise a strategic plan to address the needs of LGBTIQ+ residents.
- Create a network of community leaders who have the skills and ambition to sustainably self-govern and can work to expand their impact and reach.
- Develop the capacity of the network and service providers to identify gaps in services and then advocate for addressing those gaps.
- Strengthen awareness amongst LGBTIQ+ residents of the network, as well as local services that can improve their health and wellbeing.

We first ran an outreach program throughout the community to advertise the workshops. Our outreach consisted of hardcopy, email, social media, traditional media and face to face distribution of workshop info and promotional collateral. Workshop one promotion specifically targeted LGBTIQ+ residents and workshop two promotion targeted those LGBTIQ+ residents wanting to continue on with workshops, partner organisations and LGBTIQ+ and LGBTIQ+ allied organisations and businesses. The channels we used can be seen below.

## Outreach channels

### **Traditional Media:**

Midland Express  
Castlemaine Mail  
Queer and Now 94.9 Main FM (interview x 3)

### **Hardcopy and face to face distribution at select venues/businesses/events**

Theatre Royal  
Castlemaine Library  
Republic Cafe  
Stoneman's bookstore  
Saff's Cafe  
Castlemaine Fruit Supplies  
Castlemaine Art Supplies  
Castlemaine Noodle Bar  
Castlemaine Railway Station  
Maldon Neighbourhood Centre  
Castlemaine District and Community Health  
Inclusivity Training Sessions

Castlemaine Community House reception  
Mount Alexander Shire Council reception  
Castlemaine District Community Health reception

### **Partner organisations social media networks:**

Castlemaine District Community Health  
Castlemaine Community House  
Mount Alexander Shire Council  
Central Victorian Primary Care Partnership

### **LGBTIQ organisations/ social media networks:**

Thorne Harbour Health  
Wayout (Cobaw)  
Bendigo Queer Film Festival  
ISH: Insert Self Here Queer Ideas, Activism and Arts Day  
Chillout Festival  
Sisters of Alluvia (LGBTIQ Social Network)  
Castlemaine Secondary School Diversity Group  
Castlemaine Pride



It was acknowledged in the first meeting that some groups will be hard to reach until there is activity to engage them through. This will be a focus of our next steps.

We then held two workshops in Castlemaine:

- We first invited the LGBTIQ+ community together to discuss their needs and big ideas for what would improve life in the area for them (19<sup>th</sup> of October, 2018). Eighteen Mount Alexander Shire residents gave ideas at the workshop and an additional five contributed ideas on a survey for those that could not make it on the day. Two of those ideas were submitted by two high school students. At the workshop ten people indicated they were interested in participation in an ongoing group (the others wanted to be kept informed of results).
- The second workshop involved twenty community members, the project partners, and representatives from business and other organisations. They examined the community's ideas and adding their organisational expertise to trying to solve them. Other organisations were interested but could not attend on the day. The organisational attendees can be seen below.

Partners	Other Allies
Central Victorian Primary Care Partnership	Theatre Royal Castlemaine
Castlemaine Community House	Thorne Harbour Health
Castlemaine District Community Health	Punctum Live Arts
Mount Alexander Shire Council	Extreme Inc
	Safe Schools
	Castlemaine Senior College Diversity Group
	Coordinator
	Victoria Police

This report was written from workshops facilitated by Jeanette Pope and Terence Jaensch.

## Jeanette Pope

Freelance Strategy, Policy, Research

T: 0421859541

E: [jeanettepope1@yahoo.com.au](mailto:jeanettepope1@yahoo.com.au)

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