

B.E.A.R. -

Process, Roles & Responsibilities

-Presentation Notes-

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What is it?

Simply gigantic community dialogue
and learning conversation with
its local business

- What helps?
- What hinders?
- What ideas to enhance the local business environment?

B.E.A.R OBJECTIVES

Short term:

- To demonstrate community support for local business
- To enhance the profile of businesses within the local community
- To discover the concerns and issues perceived by local businesses
- To encourage new ideas in terms of economic and employment development
- To respond to immediate business concerns.

B.E.A.R. OBJECTIVES

Long Term:

- To identify windows of opportunity for new business creation, business growth, business matchmaking and networking
- To establish and implement strategic action plans for economic development
- To create a broad based community coalition to sustain long term economic development efforts.

B.E.A.R. PROGRAM PROCESS

A. Planning Stage

1. Assessment of the level of community interest and support for the program.
2. Formation of a local leadership team (Taskforce) & selection of Project Coordinator to manage program.
3. Agreement about scope and form of program, and other community economic initiatives to gather information relating to local business life issues
4. Promotion of proposed program.
5. Identification of, and contact with businesses to be visited.
6. Recruitment and training of Community Volunteer Interviewers.

B. Visitation Stage:

1. Implementation of a systematic visitation of local businesses using survey questionnaire.
2. Immediate follow up regarding referrals and concerns.

C. Analysis Stage:

1. Computer analysis of survey results.
2. Identification of 'red flag' issues and opportunities.
3. Review of other information relating to local business life issues.
4. Formulation of action plans to improve the community as a place to do business.

D. Community Feedback and Action Stage:

1. Sharing of program results and outcomes via the media and at business and community meetings
2. Implementation of action strategies - usually involves formation of task teams
3. Ongoing review of action strategies to assess impact and solicit feedback.

FLOW DIAGRAM OF BEAR VISITATION PROGRAM

Assessment of the level of community interest and support



Formation of local leadership team & selection of Project Coordinator



Agreement on scope of Program



Promotion



Identification of businesses to be visited



Recruitment and training of volunteers



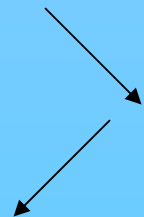
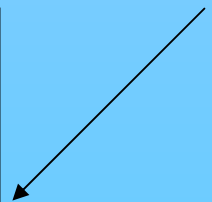
Visitation to businesses

Review of other information relating to local business life issues



Analysis of data, identification of issues and opportunities of issues and opportunities
↓
formulation of action plans

Immediate follow up to requests for help



Community feedback



Implementation



Review

B.E.A.R. COMMUNITY REQUIREMENTS

- ❑ Commitment to the total process

- ❑ Ability to provide:
 - members for a Taskforce
 - a coordinator
 - computing support
 - sufficient community volunteers
 - operational costs

KEY PLAYERS INVOLVED IN A B.E.A.R. PROGRAM

Experience has shown that the success of the B.E.A.R. Program depends upon the identification, involvement and performance of certain key players, namely:

- ❑ *Project sponsor* - responsible to provide or arrange funding, establish a Taskforce, provide administrative support and assist with promotion.
- ❑ *Taskforce* - the local leadership action team responsible for introducing, promoting and implementing the B.E.A.R. Program.

- ❑ *Project Coordinator* – responsible for managing the overall coordination of the project.
- ❑ *Community Volunteer Interview Teams* – they undertake the survey interviews.
- ❑ *B.E.A.R. Facilitator* – an outside resource person able to assist a community design, promote and implement the project, often the facilitator will assist in promotion efforts, volunteering training, compilation and analysis of data, preparation of findings and recommendations, and implementation of action plans.

B.E.A.R. TASKFORCE ROLES

- Community awareness, media and marketing
- Recruitment & management of Project Coordinator
- Scope of the project
- Work plan and timetable
- Survey questionnaire design
- Selection of businesses to be interviewed
- Volunteer recruitment and support
- Visitation participation
- Management of red flag issues
- Recommendations
- Community feedback
- Action plans

Project Coordinator

The Project Coordinator's responsibilities may include:

- Managing the overall coordination of the project. With the assistance of the Taskforce members, this needs to include:
 - defining the scope of the project and its work plan;
 - recruiting and training community volunteer interviewers;
 - identifying businesses to be visited;
 - scheduling visits and interviews with local businesses;
 - identifying sources of business assistance;
 - compiling key information documents including a Program brochure;

- collecting surveys and guarding their confidentiality;
- coordinating response to immediate business concerns and requests for assistance;
- organising survey analysis and response strategy design;
- instigating community and business meetings to share results and recommendations, and
- facilitating implementation of recommendations.

Promoting and marketing business retention and expansion concepts, and the B.E.A.R. Program.

Without doubt, the most critical role of the Project Coordinator is insuring that Community Volunteer Interviewers feel supported, needed and recognised.

It is desirable, the Project Coordinator has the following skills and experiences:

- ability to support and encourage all project participants;**
- experience in coordinating community projects;**
- skills in planning, organising, designing, implementing and evaluating;**

- ❑ strong communication skills;
- ❑ conflict resolution skills;
- ❑ a professional manner;
- ❑ ability to respect and exercise confidentiality; and
- ❑ time availability.

To adequately fulfil these functions will normally require the Project Coordinator to allocate two to three days a week. This amount of time may be reduced by allocating specific roles to Taskforce members, (eg, visitation coordination, media liaison, business follow up etc).

**The impact and success of the
B.E.A.R. Program depends
greatly on the ability of the
taskforce to recruit, train,
recognise and support their
Community Volunteer
Interviewers.**

Roles of Community Volunteer Interviewers

- demonstrate community interest and support for existing businesses
- distribute a Business Information Kit
- record information about local business perceptions, needs and ideas

- gather information about renewed strengths and limitations of the local business environment
- describe special requests for assistance, or concerns that need prompt attention

Benefits of Using Community Volunteer Interviewers

- leads to greater community understanding of, and involvement in local economic development
- builds networks within the community
- enhances skills in the community
- increases the credibility of the visitation program
- contributes to a higher business participant response rate
- reduces the costs of the program

POSSIBLE B.E.A.R. FACILITATOR ROLES

- Demystification of the Program to the potential community
- Briefing of taskforce and coordinator
- Assistance with planning and provision of tools
- Training of volunteer interviewers
- Referral support during interview and analysis stages
- Assistance with analysis and strategy design
- Participation in community feedback sessions

B.E.A.R.

Examples

COOROW B.E.A.R. OUTCOMES

KEY RECOMMENDATIONS

ACTION

- | | |
|---|--|
| 1) Community Meeting | Held Feb 1999 |
| 2) Coordinating Group | Formed March 1999 |
| 3) Telecentre | Opening April 2000 |
| 4) Business Enterprise Centre | No Action |
| 5) Business Prospect -
Steel / Engineering | On Site Works Start Prior
March 2000 |
| 6) Townscaping | Town Beautification Plan,
Implemented 2000- 2004 |
| 7) Land Availability | CCLI Obtained
Westrail Land for
Light industrial /
Commercial Use |
| 8) Employee Housing | CCLI Running Barracks -
Singles Accommodation |
| 9) Business Consumer Survey | No Action |

Coorow raises bar on future

NATASHA GRANATH

The Coorow Hotel is halfway to being one of the best old pubs in the bush.

On the cusp of the Wheatbelt and Mid West regions, the hotel — 270km north of Perth — has been the social hub of the 220-strong town since it opened in 1930. But declining numbers in the Shire of Coorow and a series of owners saw the Art Deco-style pub fall into disrepair.

Now, with the help of a scheme started by Coorow Community Land Inc., the hotel has undergone more than \$100,000 of renovations.

The Coorow Community Farm — a 105ha piece of land that uses volunteer labour to make money for town projects — allowed the group to get a self-supporting loan to buy the hotel. The group then raised \$56,000, matched by the Department of Environment and Heritage under the Historic Hotels Program.

Chairman John Stacy said \$112,000 had covered the first of three stages of the upgrade, creating modern separate bathrooms and an upstairs manager's residence.

The project has been a milestone in the group's plan to rebuild its



John Stacy aims to raise an extra \$200,000 to renovate the Coorow Hotel bar.

community from the ground up.

The community group is appealing to sponsors to cover the next stage of improvements worth \$200,000 — doing up the kitchen, dining room and bar, which at some point was fitted out with corrugated iron.

“We have also just had the Coorow Muster here, which brought in about 700 people on a Saturday night and

raised \$12,000 for the King-Jeffery appeal,” he said. “We had two young men killed in a road crash here in December and the appeal will bring the money raised up to \$100,000 — their families will get \$50,000 each.”

The next projects will be to see whether the group can buy a service station and set up a community bank with neighbouring town Leeman.

The West Australian 5/5/04

CARNARVON BEAR KEY ISSUES IDENTIFIED

- Lack of skilled labour / appropriate training
- Supply chains
 - tendency
 - match making
- Business networking
- Business information / assistance
- Problems with government (local / state)
- Youth development issues
- Social issues
- Tourism
- Image / appearance
- Transport costs
- Small market size
- Distance from other markets and suppliers
- New business establishment opportunities

KULIN B.E.A.R. STRATEGIES

1. Broadening the local customer base
2. Job creation initiatives
3. Regional Business Attraction Strategy
4. Local Customer Service Program
5. Strengthening local support for the Kulin Race event

Jobseast - 1998/99

- ❑ East Melbourne - 750,000 residents
- ❑ 6 local government municipalities
- ❑ 6 taskforces - 90 interviewers
- ❑ 1200 business interviewers
- ❑ 6 business plans - 30 projects

Malenda (QLD)

B.E.A.R. Program -
response to Dairy

Industry Restructuring

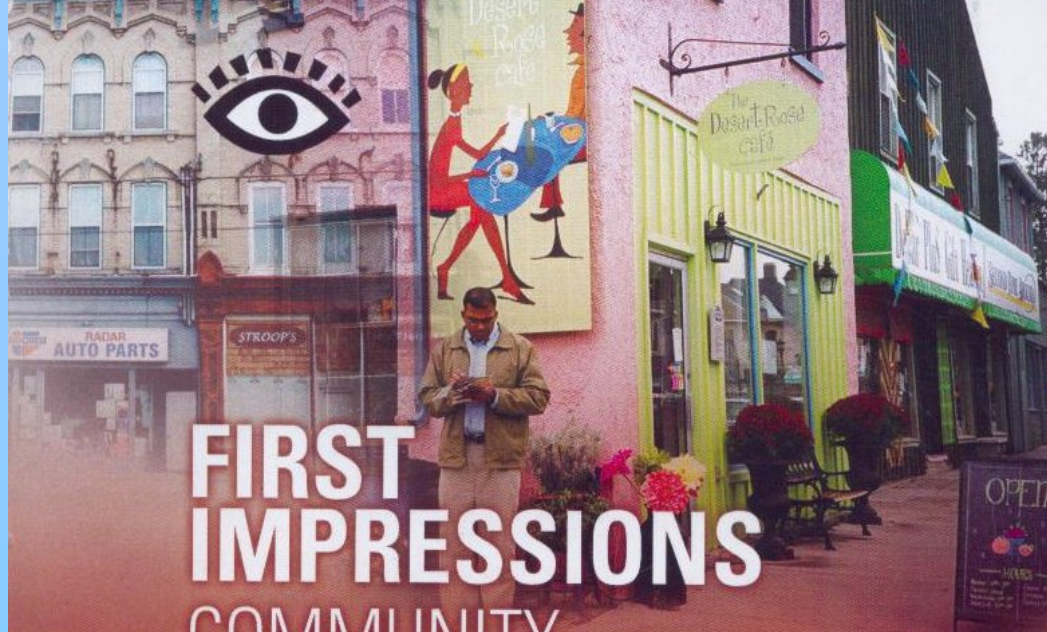
Count Me In!

501 IDEAS ON
RECRUITING VOLUNTEERS



Judy Esmond, Ph.D.

Published in celebration of the
International Year of Volunteers 2001



FIRST IMPRESSIONS

COMMUNITY
EXCHANGE
TEAM MEMBER'S
GUIDE BOOKLET



"Seeing things in a whole new light"

Ministry of Agriculture, Food and Rural Affairs
Rural Development Division

Success Factors

- local champion
- community readiness
- community commitment
- adequate operational resources
- sufficient enthusiastic volunteers
- strong leadership team - Taskforce
- energetic coordinator
- data analysis capability
- commitment to all stages
- technical support

'The mechanics of running a business are really not complicated when you get down to the essentials. You have to make some stuff and sell it for more than it cost you. That's about all there is to it, except for a few million details.'

(John L McCaffrey)

**'Big things happen
when A lot of people
do small things
differently'**

(John Theobald)

**'Never doubt that a small
group of thoughtful,
committed citizens can
change the world - indeed it
is the only thing that ever
has'.**

(Margaret Mead)

*The future is not a result
of choices among
alternative paths offered
by the present, but a
place that is created first
in mind, next in will, then
in activity.*

'The future is not a place to which we are going; it is a place we are creating. The paths to the future are not found, but made, and the activity of making them changes both the maker and the destination.'

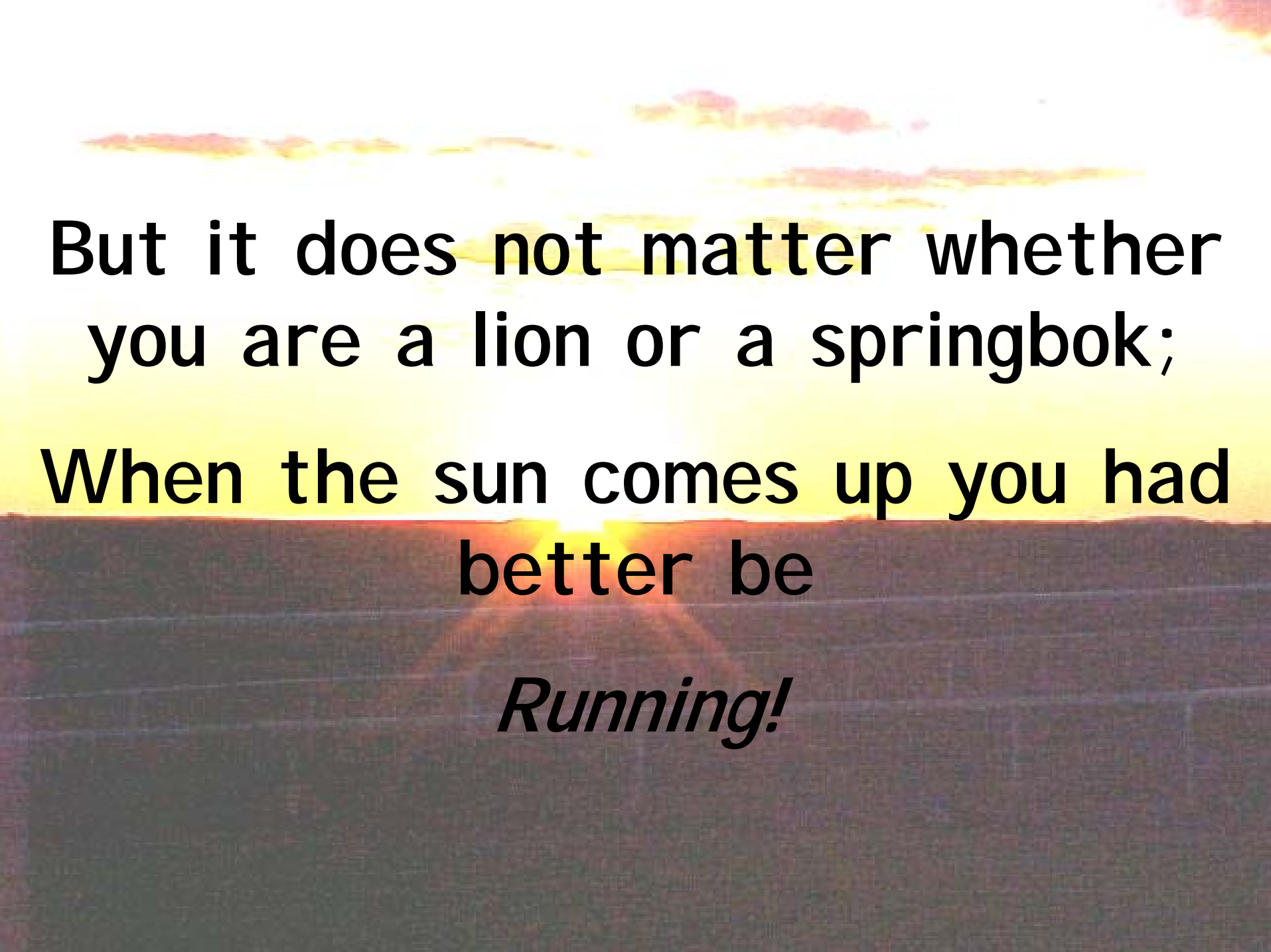
(John Schaar)

Every morning in Africa a
springbok wakes up.

It knows it must run faster than
the fastest lion or it will be
killed.

Every morning a lion wakes up.

It knows it must outrun the
slowest springbok or it will
starve to death.



**But it does not matter whether
you are a lion or a springbok;
When the sun comes up you had
better be**

Running!

For more information on First Impressions Exercise and the BEAR Program ...

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Or visit our website:

www.bankofideas.com.au