

Community Economic Development Conference

9-11 February 2010 – UNITEC, Waitakere City

Developing the Social Economy

- Social Enterprise Development • Alternative Finance & Investment
- Community Economic Development

The three conference strands will explore:

- How community organisations move from innovation to enterprise to sustainability
- The emergence of the social lending sector and alternative finance models
- The role of community and local/central government agencies to promote the social economy

BOOK NOW! LIMITED PLACES AVAILABLE



New Zealand
Community Economic Development
Conference Trust
Auckland 2010

Explore international best practice; understand the concepts in the New Zealand context.

Experience journeys from grant dependence to independence.

Registration and further information visit: www.cedconf.org.nz





Community Economic Development

**A New Approach to Investing in
our Community Economy**

Investing in our Community Economy

- **The importance of this investment is in the recognition of People, Place and Prosperity**
- *This is about us and the people around us.*
- **This is about making conscious choices relating to Our location and economic activity.**
- *This is about a personal investment in the advancement of our Community Economy*
- *Think about what you want to gain from this workshop?*



Components of our Community

Economy

Lifestyle properties

Low Cost Housing

Traditional Agricultural

Specialty Food products

ICT

New Industry Development

Community Organisations

Sporting Bodies

Promotion / Development Organisations

Devolution of
Delivery of
Core Services

Waste Management / Resource Recovery

Organics

Iwi Development

Niche Tourism

casual / contract / seasonal

Events / Sport

employment

Creative Industries

Four Essential Community Requirements

- A sense of Economic Ambition
- A Wish to Build Community Capacity
- Establishing an Ownership Concept
- Build a “Critical Mass” of Entrepreneurs

What are the steps to invest or attract investment



Developing our People?

- Encouraging Knowledge and Understanding that stimulates **People** and encourages them to demonstrate a spirit of initiative, entrepreneurship and creativity.
- Nurture an environment that will encourage new thinking and new attitudes to the depth and diversity of enterprise and employment opportunities.
- Involve our people in learning about financial / marketing / business planning
- develop a local network that is sustainable
- stimulate and excite people

Developing the Place?

- Involve ourselves in the evolution of our Community Economy to provide the **Place** that encourages the development of economic, environmental, social and cultural sustainability of products and services.
- Develop “tailor-made” solutions to rejuvenate and revitalise our community
- Improve the capability and competency of community groups and key individuals.
- Identify and nurture the initiatives and strategies that contribute to our Community Economy.
- Continue to develop and support projects as they become more complex and build leadership and self-reliance.

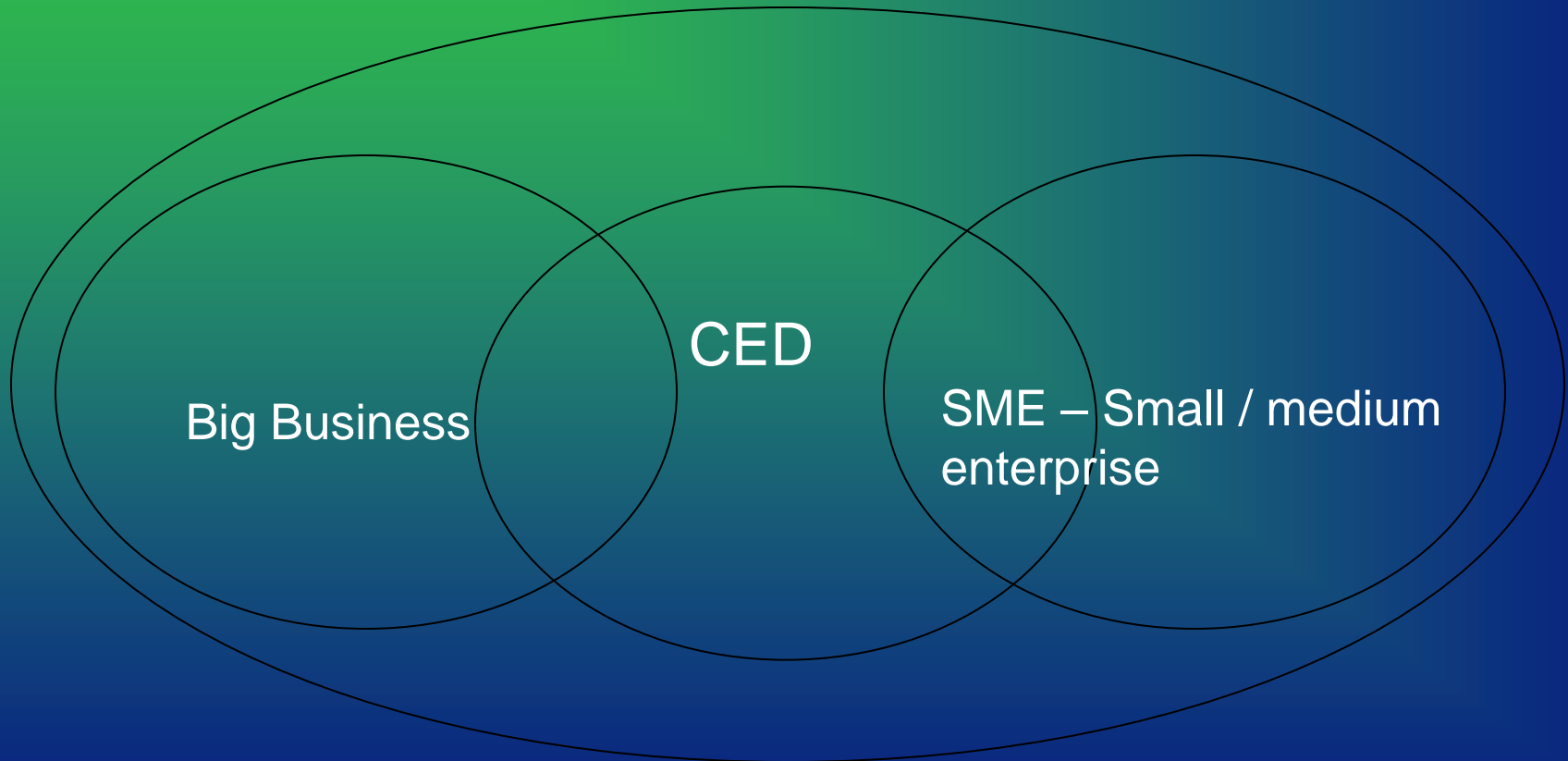
Developing Prosperity?

- **Developing the realisation that Measurement of Prosperity** needs to include social, cultural, environmental and economic prosperity
- Demonstrate and communicate the benefits

How Do We Measure the Prosperity of our Community

- ☞ Are we building the culture and capacity of our community?
- ☞ Are we adding to the “critical mass” of enterprise activity?
- ☞ Is there a clear sense of ownership?
- ☞ Are we investing in the social, cultural, environmental and economic prosperity of our community

Recognition that Community Economic Development is an essential element of our Macro Economy









Gaining recognition through Developing a Profitable Enterprise

If we analyse the development of our Enterprise?

- ☞ Do we carry out trend and issue analysis
 - local / national / international
- ☞ Have we identified key issues relevant to our business
- ☞ Do we have an understanding of the sustainable use of resources
- ☞ Have we developed a local network that is sustainable
- ☞ Are we involved in learning about aspects of marketing / financial planning / project planning and management systems
- ☞ Have we developed an action plan and timeline for our enterprise based on key issues

Sustaining a Profitable Enterprise

- ☞ Do you have a process of monitoring, evaluation and future plans that is inclusive
- ☞ How do I keep my business and myself healthy?
- ☞ Does the business encourage personal development
- ☞ Are we establishing an infrastructure that is adaptive and innovative?
- ☞ Does the enterprise stimulate and excite you
- ☞ Will we take the next step?

In the Next Ten Years

- ➔ By 2020 leading businesses will:
 - Have all products either 100% closed loop recycled or 100% biodegradable
 - Zero ecological footprint
 - Zero waste
 - Use most efficient transport available
 - Be recognised as leader in sustainable design
 - Assist others in the journey to sustainability
 - Be highly empowered & reward staff & stakeholders
 - Have Financial sustainability

Growth of the ‘Green’ Consumer

1.5 Million kiwis are ‘Consumers who Care’ and will pay more...

Neilsen Media ‘Good is Gold’

86% of opinion leaders think business has a public good role to play

NZBCSD – ShapeNZ survey

About 30% of Kiwis are “cultural creatives’ and are active in social & environmental action

Moxie – Cultural Creatives



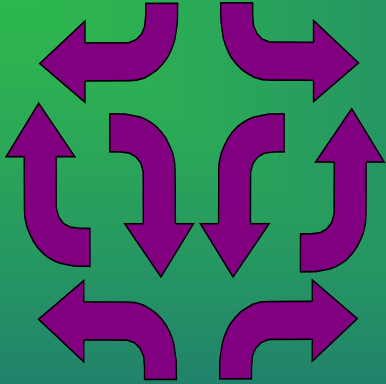
Why should we invest

- ❖ We will increase the capacity, capability and competency of ourselves, our enterprises and the community we live in.
- ❖ To encourage a sense of self reliance and responsibility
- ❖ Increase our understanding of how to use community enterprise strategically
- ❖ Develops leadership and builds an enterprise culture
- ❖ Provides a focus for community initiatives through implementing a “Strategy for Action”

Our Community Economy is built on a “Strategy For Success”



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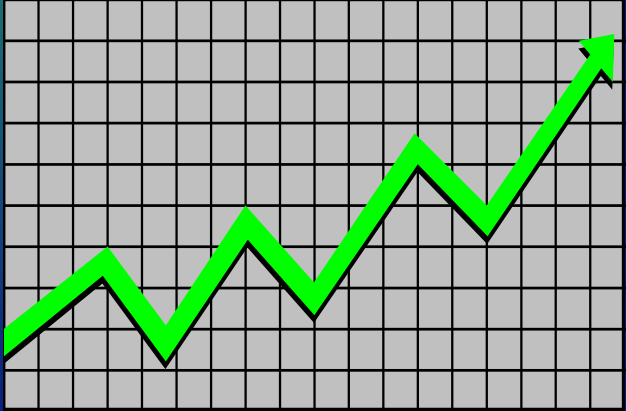
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How can we gain from our investment in the Community Economy?

- ◆ *Develop and manage the complexity and quality of our enterprises and projects and build leadership and self reliance?*
- ◆ *We can establish an infrastructure that is adaptive and innovative with a clear sense of ownership!*
- ◆ *Build a “critical mass” of entrepreneurship*
- ◆ *The Community develops the skill to plan, implement and develop a*

“Strategy for Success”



What next?

- ◆ *Key points:*
- ◆ *Workshop the purpose, relationships and strategic direction*
- ◆ *Set up a Network of people with knowledge and interest.*
- ◆ *Make sure there is*
 - *identified need with sufficient analysis*
 - *Clarity of vision and an action plan with achievable goals.*
 - *A coordinator with expertise and access to sufficient resources.*
- ◆ - *People to implement the process*

What next?

- ◆ *What interested you about this workshop ?*
- ◆ *Revisit your expectation for this workshop as part of your evaluation*
- ◆ *Next steps*
 - *who are you going to contact?*
 - *why?*
 - *When are you going to do it?*