

How to engage with your state MP and case study on Westleigh Water Board site



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and Geoff Knowles,
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CASE STUDY ON WESTLEIGH WB SITE

- ‘Where are we?’ and ‘What are we facing?’
- Information gathering
- Who do we know (all) and what is their advice?
- Combine the best of the strategic advice
 - Create & maintain the impression of ‘Strong, Powerful and won’t go away’
 - Create information pieces for local papers and media
 - Craft a business plan outlining key points, importance of issue and call to action
 - Prepare for Telegraph or Herald and start it locally, **write the ‘5 years time story’**
 - Be (and be seen as) proactive, highly organised, responsive to media
 - ‘Amateur body but very professional’
 - STAKEHOLDER planning meeting to create buy in, agree strategy, full endorsement and create sub committee
 - Create momentum, drive it, ‘THINK, PLAN, ACHIEVE’ then SOCIAL MEDIA
 - Keep enhancing the plan and making the vision bigger
 - Brilliant photos that tell stories

Community 'ENGAGEMENT'

- Decide what you stand for & adopt principles very early
- Initially ran with Thornleigh Thunder FC Committee and invited all local groups
- Doggedly circulate minutes, summaries, calls to action and Re-invite, Re-invite, Re-invite
- Overwhelmed by response
- We just want a voice, representing whoever is keen to be involved:
 - *“To ensure that we have a voice in the best utilisation of the former Westleigh Water Board site to benefit the interests of the local community”*
- Proud to say the Westleigh Water Board Alliance (WWBA) now includes **every** local sporting body (Thornleigh and Normanhurst) for the first time ever in 54 years, & most local groups: Westleigh Progress Association, Westleigh Village Centre, all club Sponsors, new sporting bodies (MTB)

Progress: Keeping the Powder Dry

- This is a journey, not a destination
- Of course there are key points in our Business Plan to achieve and we will!
- Continually evolving dynamic process
- Great if still meeting bi-annually in 10 years evolving the community plan
- We have a Community enhancement approach
- (GDK: All folk should use electronic 'stuff' less and use their body more)
- (GDK: the only thing hopefully excluded will be Pokemon)



The beginning...





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