



ANNE GOODALL CONSULTING CAPABILITY STATEMENT

ANNE GOODALL CONSULTING

Developing lively and resilient communities and places

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COMMUNITY DEVELOPMENT STAKEHOLDER ENGAGEMENT AND PLANNING PLACE MAKING

Anne Goodall Consulting develops lively and resilient communities and places.

SERVICES

Established in 2005, Anne Goodall Consulting is a place conscious community development consultancy providing services to local councils, community organisations and groups, government agencies and private companies.

Anne Goodall Consulting provides quality professional services and specialist expertise in three areas:



COMMUNITY DEVELOPMENT

Community Development is a sophisticated and multi-dimensional process that works to re-establish the community as a significant location for meeting people's needs.

Anne Goodall Consulting's Community Development services include:

Project Development

Bringing your great ideas to fruition through project conceptualisation, design, planning, stakeholder engagement, partnership-building and securing funding

Continuous Improvement and Social Innovation

Employing social research and critical thinking tools to enhance your community projects and programs, including managing action research processes, designing evaluation frameworks and defining models of community development good practice

Capacity Building

Enhancing the capacity of your organisation or group to achieve your community development aims through provision of mentoring and training

Project Management

Managing all aspects of the implementation of your community development projects through to project completion, including project scheduling, governance and reporting, event coordination, producing resource materials, delivering training and public presentations, completing research, stakeholder liaison, media relations



STAKEHOLDER ENGAGEMENT AND PLANNING

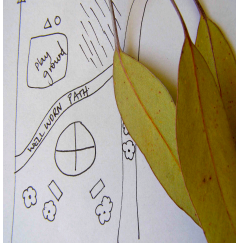
Anne Goodall Consulting designs and facilitates participatory planning processes that engage people creatively and effectively in planning for organisations, places and communities.

There is no 'one size fits all' model for effective stakeholder engagement; Anne Goodall Consulting will design a process for you that reflects the level of participation required and utilises appropriate engagement methodologies to suit your target groups. This will ensure stakeholder engagement and planning services are fit for purpose and generate meaningful information to effectively inform your decision making.

The best engagement processes generate standalone outcomes, over and above achieving their purpose of collecting input towards a final product. Anne Goodall Consulting will work with you to identify and capitalise on opportunities that exist within engagement activities to build the capacity of the individuals, organisations and communities who are involved. This will generate added value for your organisation, place or community.

Some examples of Anne Goodall Consulting's Stakeholder Engagement and Planning services include:

- Community engagement strategies
- Cultural plans
- Strategic plans
- Youth plans
- Volunteer management plans



PLACE MAKING

Governments and developers alone cannot create and sustain great places. It's the community – residents, local businesses, service organisations and visitors – who bring life to a place on a daily basis. The cornerstone of successful place making is the involvement of the community in identifying an authentic and compelling place vision that describes what a place means to people and how it will be used and the active engagement of the full range of local stakeholders in delivering on this shared vision.

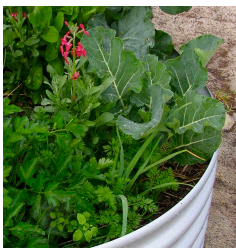
That's why community development and engagement expertise are critically important for successful place making. Anne Goodall Consulting will help bring your local places (big or small) to life, through leading and managing new place making processes or bringing specialist community expertise to your existing place making team.

Anne Goodall Consulting's Place Making services include:

- Community engagement
- Place assessments
- Place visioning
- Place making plans
- Place activation
- Community development

AREA OF SPECIALTY

In addition, Anne Goodall Consulting provides specialist community garden services:



COMMUNITY GARDENS

Community gardens are places where people come together to grow food and community. When set-up and managed successfully, they deliver a wide range of benefits to local communities. They're not like regular parks, gardens or community facilities; a number of elements need to come together to set-up and sustain thriving community garden spaces.

Even before the first hole is dug or seed planted, there are people to be engaged in the process, a shared vision to be developed, an appropriate site to be found, a garden design to be drawn up, funding and other resources to be obtained – to name just a few of the key steps. As the garden grows, effective management practices, strong partnerships and building a great community place are important success factors.

Anne Goodall is one of Australia's leading authorities on how to develop vibrant and viable community gardens. Whatever stage you are up to with a community garden – feasibility, start-up, visioning and design, construction and development, ongoing management or partnering with a garden – Anne Goodall Consulting's specialist advice and support services will help you achieve your aims.

ABOUT



**Anne Goodall BA Hons PgDipCommDev
Director**

Anne Goodall is a highly skilled and inspirational place conscious community development specialist, with a reputation for doing outstanding work with communities. She is known as a creative and strategic thinker who turns ideas into action and builds strong connections with clients and communities. Anne is a dedicated professional who consistently delivers consultancy services that exceed expectations.

Anne believes that an enormous amount of potential within our communities remains untapped because existing government and community structures fail to provide the right conditions for local people to be fully involved in shaping and caring for their own communities and places. Her work is focussed at the local level, facilitating dialogue, planning and collaboration between community members and the government, non-government, and private sector organisations that support them.

What sets Anne apart is her integrated approach to working with communities that combines clear thinking, transformative action and real connections. Few community specialists can match Anne's high level analytical and critical thinking skills, honed through 15 years of social research and program evaluation experience. Her deep understanding of the process dimensions of community work mean Anne is also adept at designing participatory processes that, in and of themselves, generate transformative outcomes for communities. Anne's genuine passion and respect for people shines through in her interactions with communities, enabling her to quickly build rapport and to develop spirited and authentic connections that translate into enhanced long-term outcomes.

A successful community consultant since 2005, Anne's career has also spanned the government, university and community sectors where she gained valuable experience working for the Australian Bureau of Statistics, Curtin University Research Centre for Stronger Communities and Ruah Community Services. Anne's professional qualifications include a Postgraduate Diploma in Community Development and a Bachelor of Arts (First Class Honours) majoring in Australian History.

Anne employs a place conscious approach in all her community development work; both on specific place making projects as well as integrating place making principles into a wide range of other relevant client projects and initiatives. Anne is experienced in the design and facilitation of a range of community engagement activities targeted at community, government and business participants. She engages easily and effectively with a broad range of stakeholder groups, making her a highly effective facilitator.

Anne's high-level analytical and critical thinking skills mean she is particularly skilled in project development and evaluation of community wellbeing outcomes. Anne excels in the development and refinement of good practice models for community development.

Anne's project management skills are highly valued by her clients and the consulting teams she collaborates with. She is able to see the big picture and draw together all the elements of complex projects into a useful and coherent whole. Anne has excellent written communication skills that translate into clear and comprehensive report writing.

Anne is one of Australia's leading authorities on how to develop vibrant and viable community gardens. Since being introduced to the concept of community gardening in 2006, she has been one of the driving forces behind efforts to strengthen this sector in WA. Anne recently managed the highly regarded Growing Communities WA project, a statewide project to support the development of community gardens across WA that ran from 2008 to 2010. As a previous member of the Perth City Farm management committee, she has also gained first-hand experience in community garden management. Anne is the author of two popular community gardening resources: *Community Gardening Success Factors* and *Funding Your Community Garden*.

Anne has a particular interest in how arts, culture and creativity contribute to building vibrant cities and towns. Her community cultural development expertise extends to cultural mapping, cultural planning, developing and securing funding for new cultural projects and advocating for creative spaces. Anne has demonstrated experience in managing cultural projects and events that foster reconciliation between Indigenous and non-Indigenous Australians. Anne is also the founder of Creative Maylands, a community-led cultural development and place making initiative focused on the unique neighbourhood of Maylands.

Collaborators

Anne enjoys collaborating with other consultants when it is of benefit to clients and has a strong network of associates to draw on to assist with projects.

WHAT CLIENTS SAY

Anne Goodall worked with the City of Fremantle to undertake the youth consultation and policy research for the development of a three year youth plan. She submitted three high quality reports detailing the process and analysing the outcomes in a tight timeframe. Anne was extremely thorough in her work and diligent in her approach to managing and meeting agreed timeframes. Anne is extremely professional to work with. One of her biggest strengths is her ability to define the questions that need answering and design a process that will elicit relevant and useful information. Another strength is her ability to relate to people from different age groups and translate the questions into relevant language and activities that achieve the desired outcomes.

Helen Emery, Manager Community Development, City of Fremantle

Anne Goodall was engaged to complete a Framework for Mentoring with Newly Arrived Youth for the Metropolitan Migrant Resource Centre, to guide the agency with its current work practices and future directions in this area of work. Right from the start I found Anne's capacity to grasp the intent of our request and her understanding of the type of product we needed to be excellent. We are very satisfied with the final product – it will undoubtedly add quality to our planning around our youth programs and will support our future funding applications.

Christopher Konrad, Programs Manager, Metropolitan Migrant Resource Centre

Anne Goodall's guidance and feedback on the development of our Cultural Plan was of immense value to the Shire.

Lyndsey Stoney, Community Development Advisor, Shire of Mundaring

Anne Goodall conducted a feasibility study to fully develop the scope of a new community project and to secure funding partners. She brought an intelligent and pragmatic approach to her work with us, thinking through the big picture, carefully planning out a process and then consistently working through the plan, always keeping the bigger picture clearly in mind. She was tactfully persistent in her contact with project stakeholders, maintaining a balance between keeping the project on track and making allowances for others' timelines and commitments. We found Anne to be very easy to work with, having an open and friendly manner, playful sense of humour and solid listening skills.

Gaynor Mitchell, Link Co-ordinator, Linkwest

Anne Goodall was contracted to lead the key project of the group to create a reconciliation place in the Town of Vincent. Anne sensitively and competently managed the relationships between group members, Town of Vincent Councillors and staff as well as various Indigenous and non-Indigenous community groups and individuals to engage the interests and commitment of these diverse groups towards a common goal. Anne has taken the project successfully to the next stage with secure funding and we look forward to our continuing partnership with her as we progress reconciliation between Indigenous and non-Indigenous people through the next stages of this project.

Anne Courtney, Vincent Reconciliation Group

Anne Goodall's contribution to the piloting phase of the WACOSS Social Sustainability Assessment Framework was immense. Besides being an absolute pleasure to work so closely with, she provided some much needed structure and rigour to the process of finalising the framework into something workable. Her experience in the community sector together with her very clear sense of process was invaluable to this project.

Nicole Hodgson, Project Officer, WA Council of Social Service

Anne Goodall recently researched, analysed and reported on the Midland Community Associations Network Suburb Sale Season 2011 project for the City of Swan. Anne's ability to grasp the nature of such a new and complex project, relate to the many and varied stakeholders, make sense of all of the research and deliver clear and specific recommendations has proven to be an invaluable asset to the future success of this project.

Daniel Hanley, Community Development Coordinator – Midland, City of Swan

Anne Goodall undertook an organisation-wide research project for the Water Corporation, to support the Corporation's Sustainability Strategy. She undertook all facets of this contract with an exceptional degree of professionalism and competency. Anne's expertise in the design and implementation of research tools and in the analysis of data was invaluable. Her work has formed the basis of the content and approach of the Water Corporation's Learning for Sustainability Strategy, engendered senior executive support for the program and driven the allocation of funding for the Sustainability Strategy.

Nicole Pettit, Sustainability Education Consultant, Water Corporation

CONTACT

Contact Anne to discuss how Anne Goodall Consulting can assist your organisation, your place or your community.

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