



Invermay

INVERMAY
ABCDE LEARNING
SITE REPORT
JUL 22 - DEC 23

ABCDE Learning Sites enable communities to identify their assets, build connections, and create change in the heart of the community with a focus on what's strong, not what's wrong.



City of
LAUNCESTON



Learningsites



Mayor's Message

It is with great pride that I deliver this forward as a part of the City of Launceston's Invermay ABCDE Learning Site Report. This report reflects the City of Launceston's continued commitment to supporting and growing stronger communities, utilising the skills, experience, and passion of community members across Launceston.

The City of Launceston encourages residents to bring forward new perspectives and ideas, helping to set the future direction of our city. With its core purpose on community connection, built through trust and the ability to extend support and mentoring, the ABCDE Learning Site project is 'human-centric' and embodies all aspects of this mindset.

Successfully implemented over six Learning Sites in six suburbs, Invermay was extended to an 18-month program (others were 12 months) due to the significant development in Invermay, allowing deeper community connections which is essential to community involvement.

The Learning Site program has resulted in some great community projects over the past few years. One of the most exciting development aspects is that the program consistently unearths passionate people in different suburbs who care about their communities, make a difference, and are willing to put in the time and effort to make a positive impact.

I'm stoked with the projects and engagement that has come through the Invermay Learning Site and want to sincerely thank the Invermay Bowls and Community Club for hosting our incredible ABCDE Learning Site Community Connector, Sarah McCormack, and to the Swampies for trusting the process and for being so involved as Community Builders.

Matthew Garwood
Mayor, City of Launceston

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From Peter Kenyon

It was over 12 months ago that I participated in a 'Community Workshop' with a group of passionate Invermay residents. They enthusiastically shared their ideas and opinions about what they cared about and the future of their community. Utilising the oldest tool for community building, namely 'conversation', they began by generating their community asset map; then sharing their thoughts about what they wanted to 'retain', 'change', and 'introduce' to achieve their desired collective future; and finally prioritising their chosen actions. Wow, what a conversation and idea-generation day that was! And now we have the 'Community Report' that shares their community-building journey of actions.



Invermay is the sixth neighbourhood within the City of Launceston to experience this voyage of discovery, action, and celebration, as part of the City of Launceston's ABCDE Learning Site initiative. ABCDE stands for 'Asset Based Community Driven Effort' and utilises processes and tools that build on three fundamental beliefs. Firstly, do not start with the needs of a community - start with identifying, connecting and mobilising community resources and capacities. Start with what works, the half-full part of the community glass - not the half-empty. Secondly, appreciate that strong and healthy communities do not just happen - they are created, nurtured, and sustained by caring, connected, and involved local residents. Finally, the belief that the wisdom of local people always exceeds the knowledge of outside experts.

I wish to applaud the leadership of the City of Launceston and especially the critical facilitation role played by Sarah McCormack in this ABCDE Learning Site initiative. Finally, congratulations to the community builders of Invermay for taking the risk and committing their time, energies, and personal resources to dream, plan, collaborate, and activate. Your involvement and creativity ensure that the community of Invermay remains and continues to grow as a place of strong social connections, wellbeing, and opportunity.

Go well and keep inspiring!

Peter Kenyon OAM

Director, Bank of I.D.E.A.S

Community Connector Reflections

I had the pleasure of connecting with many inspiring people in Invermay, hearing their unique stories, learning about the history, and experiencing the rich culture of the area throughout the City of Launceston's ABCDE Learning Site. The community embraced the strengths-based approach of building community alongside the City of Launceston, learning about what's important to Invermay.

The Council's ABCDE Learning Sites are centred on building a stronger community by empowering the community to be the leaders. Community connection needs to be agile; and involves listening, supporting, facilitating, mentoring, and celebrating the community. It is a human-centric approach where we put people first, getting to know the community, being open to new and creative community building ideas, and supporting in a way that is meaningful to the community.

So many people trusted the process and gave their time and gifts to the Invermay Learning Site, including two local primary schools, a Big Picture School, The University of Tasmania students and staff, retirees, volunteers, professionals, artists, business owners, migrants and refugees, sports enthusiasts, Fijian gardeners, filmmakers, neighbours and residents. We brought people together and forged new connections through the community's ideas. The community painted and threw gumboots, grew gardens, created

murals, drew illustrations for new Invermay street banners, studied the Inveresk history, talked about emergency preparation, designed logos, learnt about homelessness, made a short film, created a sculpture, made Swampie bags, managed a large community garden and discovered the amazing Invermay Bowls and Community Club.

We collaborated to make ideas a reality in a context that worked for each community member. It was 18 months full of energy, hard work, learning, and fun with the community.

The City of Launceston ABCDE Learning Site program has grown significantly since its inception in 2017. After six successful sites in six suburbs, it is time to reflect on the current model to identify opportunities for potential growth. In 2024, the ABCDE Learning Sites will pause and we will undertake a reflection of the past work with participants. The City of Launceston Learning Sites have gained respect from the local community and the Council is committed to continuing this work.

Thank you to the Invermay community, for your Swampie spirit and embracing the ABCDE Learning Site.

Sarah McCormack

Community Connector
City of Launceston



About the ABCDE Learning Sites

At the City of Launceston, an ABCDE (Asset Based Community Driven Effort) Learning Site is a partnership between the City of Launceston as the Community Connector, the Bank of I.D.E.A.S as the creator of the model and motivated local Community Builders. The approach is about focusing on what's strong, not what's wrong, and empowering the community to create the change they want.

Invermay is the City of Launceston's sixth Learning Site with previous sites occurring in the suburbs of Rocherlea, Ravenswood, Mowbray, Youngtown, and Kings Meadows.

How it works

The ABCDE Learning Site operates by the following principles:

- Every context is different and it is important to be adaptive to the community.
- The wisdom of local people always exceeds the knowledge of the experts.
- Relationship building is the fundamental community building activity.
- The starting point for community building is what's strong, not wrong, focusing on assets, capacities, abilities, and possibilities, rather than needs, deficiencies and problems.
- The community becomes co-owners, co-producers, and citizens in the design and implementation of actions that build their communities as healthy, caring, and inclusive places and groups.

The Community Connector works with local leaders within each location to identify, connect, and mobilise their assets in order to take action, make positive change and directly shape their own community's future.

The ABCDE Learning Sites are integral to the Council's strategic priority five: *We Serve and Care for our Community*, by providing equitable and efficient services that reflect the needs and expectations of our community.



The ABCDE Learning Sites occur over a 12 - 18 month period based on the Bank of I.D.E.A.S eight touchstones. This asset-based community development approach was first developed by John L. McKnight and John P. Kretzmann and is still being practiced around the world.

The Council's Community Connector guides the community through the program in a uniquely developed process based on the eight touchstones:

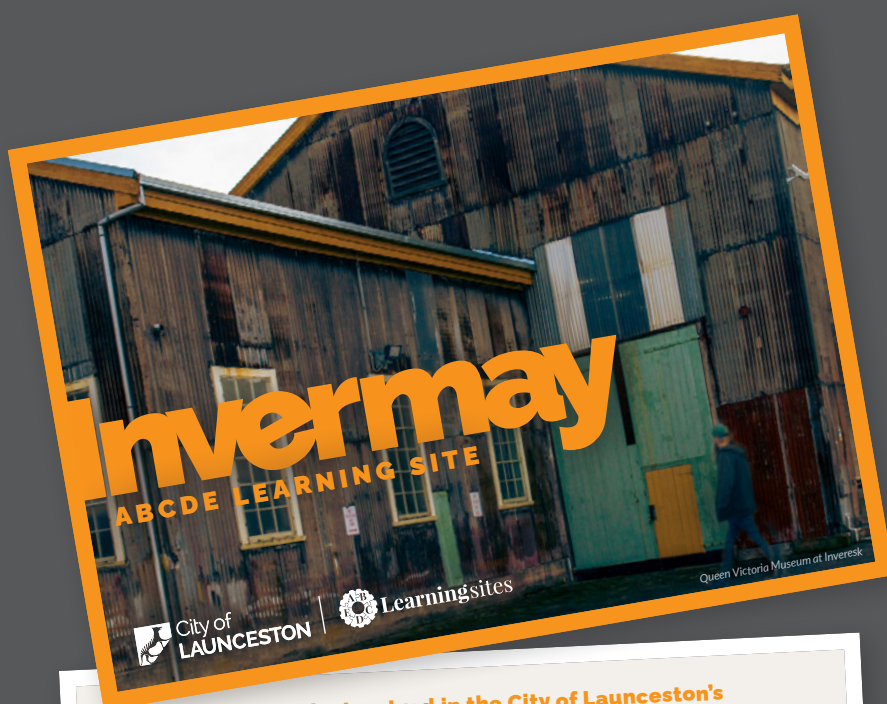
- Provide a community connector;
- Find the community builders;
- Host conversations to discover assets and what people care about;
- Engage local groups and associations;
- Build connections through social interaction, activities and shareable community opportunities;
- Vision and plan by asking three key questions:
 1. What can we do?
 2. What do we need outside help with?
 3. What do we need outside agencies to do for us?
- Implement change (doing and reviewing); and
- Foster celebration

How it works in the community

Meeting the community

The success of this community work is that it is inclusive. People from any background, gender, age, ability, and culture are invited to be involved in the Learning Site.

The community engagement process begins by inviting the whole of Invermay to be involved via postcards distributed to every household in the suburb. The Community Connector spends significant time forming connections and getting to know the community; meeting the schools, not-for-profit organisations, residents and businesses with the aim of forming long lasting connections. During these catch ups, people had the opportunity to share their ideas for a stronger community and were connected with others to lead their own projects. Coffee and Cake events also occurred at the Invermay Bowls and Community Club every week for three months where the community could drop in, learn more about the Learning Site and chat with the Community Connector.



You are invited to be involved in the City of Launceston's ABCDE (Asset Based Community Driven Effort) Learning Site

To meet up with Sarah McCormack, Community Connector (City of Launceston), and to register for events:
Call 0428 109 948 | Email Sarah.McCormack@launceston.tas.gov.au
Learn more www.launceston.tas.gov.au/LearningSites

Invermay Builder Time

Builder Times are a social catch up to meet new people and chat about your community.

Invermay Bowls & Community Club
Forster Street Invermay
Tuesday 23 August
3pm - 4.30pm

Register by 19 August

Refreshments and snacks provided.

If you would like to host an Invermay Builder Time, please contact Sarah McCormack.

Invermay Community Workshop with Peter Kenyon

You are invited to a fun community workshop to build local connections and create positive change in your community. Led by Peter Kenyon, Founder and Director of Bank of I.D.E.A.S.

We want to hear your ideas and how you can assist in making Invermay an even stronger community.

Invermay Bowls & Community Club
Forster Street Invermay
Tuesday 25 October
9.30am - 3pm

Register by 21 October

Meet Council's Community Connector

If you would like to chat about your ideas and get involved in the Invermay ABCDE Learning Site, please contact Sarah McCormack, our Community Connector for the City of Launceston.

Learning Sites enable communities to identify their assets, build connections, and create change in the heart of the community with a focus on 'what's strong, not what's wrong'.

Invermay Community Workshop

Peter Kenyon, from Bank of I.D.E.A.S, facilitated the Invermay Community Workshop on 25 October 2022 at the Invermay Bowls and Community Club. Eighty people attended the workshop including Invermay Primary School, St Finn Barr's Catholic Primary School and Launceston's Big Picture School students (who all attend school in Invermay) with TasTafe Community Services students, residents, University of Tasmania Northern Transformation team members, businesses, not-for-profit organisations and community members.

Everyone in the workshop participated in an Invermay asset map activity, a keep/change/start exercise and a big ideas brain storm. A report from the workshop was given to the participants and shared within the City of Launceston organisation as valuable community engagement insight to consider for future work. This report represents activity in the community which can then be focused on the key trends and guide other organisations and business into the future. After the workshop, the Community Connector met with those people who shared their ideas to offer support to make them happen.

"I loved how community-focused it was and how we got to move around and work with/meet so many new people. The whole day was so positive and it felt like the ideas are really doable and will be done."

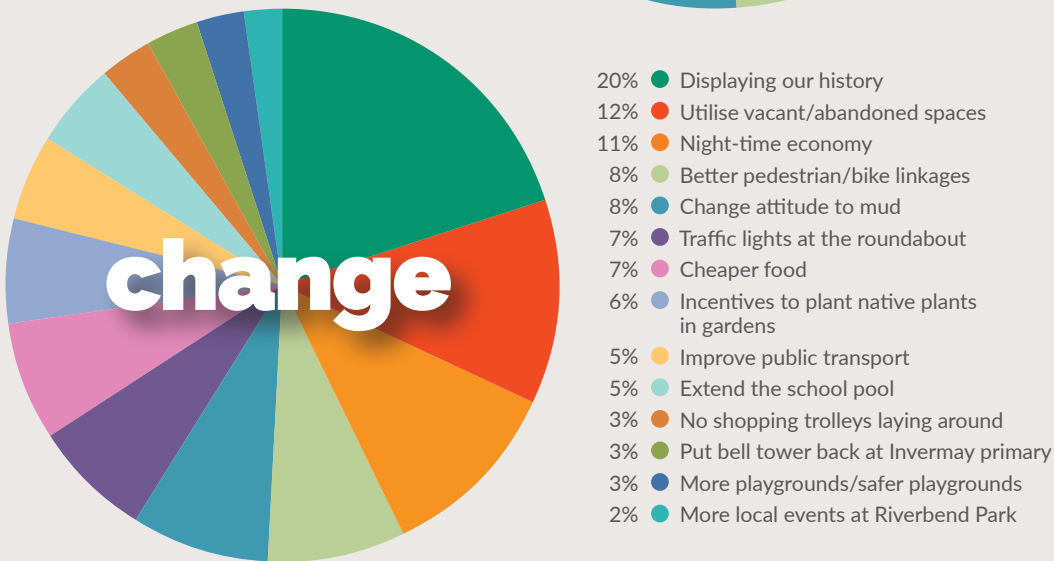
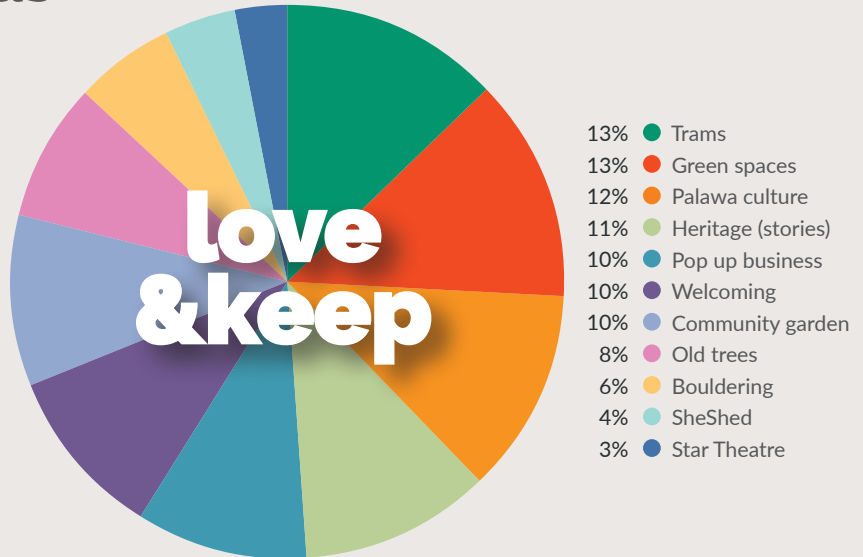
Workshop participant

"... people from Invermay call themselves Swampies because Invermay was built over a swamp. I enjoyed meeting new people and the food."

St Finn Barr's Catholic Primary School student

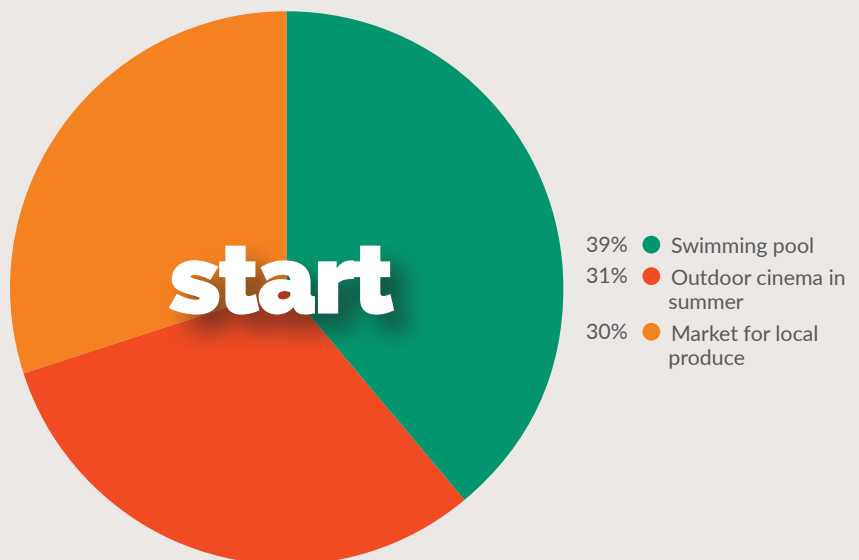


What the workshop participants told us about Invermay



"I learnt that working together is really important and you don't have to be afraid of what others think. What I enjoyed about the workshop is meeting new people and hearing the amazing ideas people have."

Invermay Primary School Student



Big Ideas at the Workshop



Invermay Community Workshop 2022

The Invermay workshop participants were then invited to share their passion project and other participants chose the project they wanted to help plan. Groups were formed and received a project plan template then spent time planning and presenting their work to the whole group.

Many of the ideas from the community were common and complimentary. There was a strong theme throughout the assets and the keep/change/start activity about the importance of Invermay's heritage and history. There was a sense of pride, resilience, community connectedness, and value for culture in Invermay with comments like: resilient people dealing with flood, sense of community and belonging, feeling of diversity, small town within a town, Palawa Culture, welcoming to new people, culture days at Buddhist Centre, and community.

"I feel that the workshop helped me to understand that no matter how small I am, I can still make change."

St Finn Barr's Catholic Primary School student

"The workshop allowed me to feel part of something bigger than myself."

Ashley Bird

Host conversations to discover assets within the community and what people care about



People Assets

Bill and Nanette Evans, **Jeff McClintock** (gardening), Kim Schneiders (Interweave), **Butch - Tramshed**, Don Cameron - Blue Café, **Tramway Museum volunteers**, Dan the good coffee stand, **friendly community**, local artists, **Swampies** - locals from Invermay for historical stories. **long term residents**, entrepreneurs, **bakers**, electricians, **trades people**, professionals - mental health, doctors, dental, artists - Interweave and potters, **academics and teachers**, Home educators, **international students**, University of Tasmania faculty students, volunteers, **cricket club members**, Bowls club members, **Janet - Tramways**, Glennroys Coffee @Churchill, **politicians/councillors**, newsagency owner, **students and staff** - Big Picture, Invermay Primary School and St Finn Barrs, Star Theatre, **Allison from SheShed**, **Mrs Illingsworth and Mrs McCleod** - Invermay Primary, Beta Park staff (especially Lindsay and Tommy), **School P&F**, Vicki at Bowls club, **resilient people dealing with flood**, older people who have lived here all their lives i.e. Bedford Street cottages, **Errol Stewart**, Owen Tilbury, **Peter Kenyon**, street to home workers, **school association members**, Sue Bell, **Leanne Groves**, Mrs Edwards, **Tasdance**, Invermay primary - Sarah Mott, Tony Brazendale, Leanne Grimach, Tarkyn, Zoey, Peter Hynes, Leanne Marchel, Ms Davis and Mr Gilmarten

The Invermay community identified their assets in the Community Workshop which can be utilised to make positive change by the community. The asset map is designed on a photo of Invermay's flood levee wall.

Local Economy



Bunnings BBQ fundraisers, **Manu Bakery**, Celtic Barber, **Bursons**, car dealers/car yards, **QV Museum Bookshop**, Salvos, **Pottery Shed**, The Stand, **Swamp Café**, Newsagency, **Flick the Bean**, Food for Dudes, **Art shop**, Silos Hotel, **Rhubarb**, Renovations - tiles, curtains, plumbing, **bottle shops**, manufacturing, **Tram Shed Function Centre**, wheelchair supplier, **beauty retailer**, Me Wah Restaurant, **Beta Park Bouldering**, Fraggles, **Skin Care Clinic**, Officeworks, **food vans**, Cafes/restaurants, **Bizy Bee**, McDonalds, **Boathouse**, Boost Juice, **Shiploads**, Bowls Club, **Good Guys**, IGA, **Marshall**, SheShed, **second-hand shops**, petrol stations, **automotive**, pubs, **Kings Wharf**, Doggy Day-care, **Glebe Island**, vintage shop, **a lot of locally owned businesses/strong business**, Foamland, **Star Theatre**, Tamar Valley Dairy, **Bridgestone**, Mazda, **Pet Stock**, JB Hi Fi, **Bunnings**, Invermay Market, **Coles Express**, Pie Face, **Spuds**, Tas Petroleum, **Salvos**, University of Tasmania Stadium, **Reece Plumbing**, RSPCA, **Blue Café**, Elite Lashes and Queenie

Institutions



Youth Futures, **Council depot garden nursery**, Tasdance, **City Mission**, School of Architecture, **Skin clinic**, TasTAFE, **Buddhist Centre/Temple**, seniors community hall, **Launceston Big Picture School**, St Finn Barrs, **dentist**, churches, **Salvos store**, RSPCA, **Post Office**, T4 - Radar School, Methodist Church, **St Finn Barrs Church**, University of Tasmania, **Invermay Primary School**, QVMAG, **Interweave Art Studio**, Cricket Club, **Invermay Bowls Club**, Inveresk Precinct, **University of Tasmania Library**, Tramshed/tram museum, **childcare**, Tiger Bus - Metro, **medical clinic**, politicians office, **Car Museum/Automobile Museum**, outreach services, **Vinnies**, Launceston Family Church, **Remade**

Cultural



Heritage buildings/old buildings and houses, **Museum and Art Gallery**, Trams and tracks/Tram museum, **Palawa culture "ya Pulingina"**, Rebecca van Asch (stories of pride), **levee history**, university, **churches/mass**, markets (in the past), **swampies/swamp culture**, Tibetan temple, **St Finn Barrs**, aboriginal reference group, **Heritage Forest**, Sawtooth, **QVMAG collection**, football

Invermay Asset Map

Physical Environment



Terrace houses, **York Park**, flat surfaces, **roads and town planning**, Churchill Park/Churchill Park Soccer grounds, **old warehouses (potential)**, Beautiful old homes, **Star Theatre**, skate park, **pump track**, small local parks, **Inveresk precinct**, Tamar River, **bridges**, Heritage Forest, **cricket grounds and Council garden nursery depot**, Heritage Dog Park, **Seaport**, levee banks, floods and flood levies, **Post Office**, Esk activity space - basketball courts and community gardens, **wide streets**, beautiful views, **Riverbend Park precinct**, University of Tasmania Stadium, **bike paths/cycling paths**, Silos, **walking track from Heritage Forest to University of Tasmania**, Beta Park, **Faulkner Park**, community gardens, **equestrian grounds**, Salvation Army, **rowing club**, rock climbing centre, **Kings Wharf**, rail trail, **North Esk River**, Tamar River/Kanamaluka/river walk, **Caledonian Square**, Russel Street Park, **Museum**, The Tramway Museum, **Monash Reserve**, Terrace Houses (wonky)

Social

Tram Museum Society, **Bowls Club**, Cricket Club, **Footy club**, She Shed, **San Chi Kai Karate club**, Launceston Karate club, **1Tiger Bus - free route**, Salvos, **Park Run x 2**, North Esk rowing club and function centre, **Doggy Day care - yours4paws**, Dog obedience/training clubs, **Soccer club/soccer at the park**, Auskick, **Grammar Rowing club**, Churchill Park, **University of Tasmania Stadium**, Beta Park Bouldering (rock climbing), **Migrant group e.g. Nepali Society MRC community group**, **community gardens at University of Tasmania**, community dancing, **Dragon Racing Club**, Tas Dance Stompin Annexe, **dog show**, Interweave Arts, **Esk Market**, St Pats Rowing club, **St Finn Barrs Church**, Russell Street Studio, **Pottery Shed**, New basketball courts at Inveresk, **Buddhist Centre**, Vinnies food and clothing van, **walking groups**, Fit and Kicking, **Remade**, meditation/mindfulness University of Tasmania, **North Launceston Football Club**, Friends of QVMAG, **Beta Park - Orphans Christmas**, Star Theatre film



society **Sawtooth Arts**, Tramshed volunteers, **Tom Strickland Award NTJSA**, Facebook group, **NYE event @University of Tasmania Stadium**, Star Theatre, **Invermay Primary School**, Harmony Day, **Christmas/Easter/Halloween**, Mona Foma, **Daw Ali**, improvised music association, **Interweave Arts**, BOFA, **Buddhist Centre**, multi-cultural shops, University of Tasmania Stadium, **free parking**, Me Wah Restaurant, **proximity to CBD**, wharves/wharfies/blue collar pride, **floods stories/cultural stories e.g. Riverbend**, railway yards, **flood level indicators**, Park run



CITY OF LAUNCESTON
ABCDE
LEARNING SITE

You're invited to:

BUILDER TIME

Builder times are a social catch up to connect with your community.

Community Builders and Builder Times

Community Builders are individuals who care about their community and want to make positive change. These individuals are central to the operation of the ABCDE Learning Site because they decide on and implement community-building initiatives. The Community Connector spends the first three months in the suburb meeting people who are passionate about their community. We find out how people are involved in their community, what's important to them to build a stronger community, and the support people need.

The Community Connector created Builder Time, an event for Community Builders to regularly come together. The community came together and met new people in Invermay, shared information and collaborated. Builder Times are essentially social events bringing people together to connect and feel a valued part of society. The community was able to celebrate and discover new places in Invermay where Builder Times occurred. Past and current Community Builders are invited to Builder Times where people from other suburbs can connect.

Builder Times and community project participation are designed to help people feel less disconnected which is unfortunately on the rise.

Loneliness is becoming more common in society. Due to *The State of the Nation Report, Social Connection in Australia 2023, A Deep-Dive into Loneliness and Social Isolation* was released in August 2023.

"Loneliness should not be seen as a sign of weakness or fault. Feeling lonely is an innate signal for us to acknowledge and address our basic human need for connection. Understanding this is the first step to creating a more connected Australia."

The national survey found that despite nearly 1 in 3 Australians feeling lonely, community misconceptions and stigma are preventing people from talking about it – and in turn seeking the connections and support they need."

Dr Michelle H. Lim
Chair and Scientific Chair
Ending Loneliness Together



Festive BBQ and Upcycled Decoration Making at University of Tasmania Inveresk

Builder Time at the Invermay Bowls and Community Club

The inaugural Invermay Builder Time aptly occurred at the Invermay Bowls and Community Club where the community came together to learn more about the Learning Site. Thirty people met in the club and shared thoughts about what they love about Invermay while enjoying delicious afternoon tea catered by the generous volunteers at the club. We heard this was one of the first times people had visited the venue and were delighted to be there.

Festive BBQ and Upcycled Decoration Making

The next catch up with the community was a collaboration with the University of Tasmania Northern Transformation team and local artist Mae Finlayson at the Station House at Inveresk for a barbecue and decoration making workshop. A Festive Builder Time at the University of Tasmania Inveresk Station House and new basketball courts showcased these facilities and celebrated Invermay at a fun event for the end of 2022.



Preparing for Emergencies at Builder Time

The first 2023 Builder Time at the Invermay Bowls Club had a special focus, to discuss preparing for emergency events such as floods with the Invermay community. People were invited to bring photos and stories about previous floods in Invermay. The input from attendees provided invaluable direction into developing an effective approach to building community preparedness for future flood events.

“It is such an important chapter in the City Council as well as Invermay’s history (and its relationship to its ongoing flood management/ mitigation) and it’s wonderful to be able to explore alternative angles for celebrating the enduring legacies of the place we live, work and volunteer in.”

Logan Krushka
Collections Curator
Launceston Tramway Museum

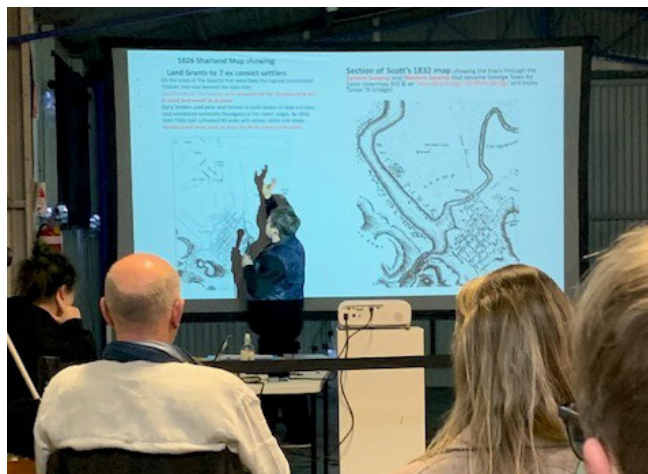


Builder Time at University of Tasmania Inveresk Community Garden

On a chilly but sunny winter Saturday in May 2023, Builder Time was at the new University of Tasmania Inveresk Community Garden to meet the gardeners from the Fijian community and celebrate cultural connection. The group was growing various produce including pumpkin, zucchini, celery, silver beet, corn and Chinese wombok at the community garden. Not only does this give the Fijian community the ability to grow their own produce, it also provides connections to the community through spending time at the University site.

Builder Time at Sawtooth ARI

Invermay has many incredible people, places, art studios and galleries and one of these is Sawtooth ARI. Sawtooth ARI operates as an Artist-Run Initiative in the heart of Launceston. Nestled on the banks of the Kanamaluka/River Tamar, the gallery celebrates contemporary and experimental art from local, interstate and international artists, through an evolving exhibition rotation. The gallery regularly engages the community, hosting SAW: Sawtooth Artist Workshops, exhibition celebrations, collaborations with local festivals and artist talks. Local resident, artist and past educator, Helen Boyer, shared her project, *On the Swamp* at this Builder Time in 2023 where we changed part of the gallery in to a space for Helene and the Swampies to come together.



Helene Boyer presenting her *On the Swamp* research



Connecting with the Fijian community at University of Tasmania Inveresk Community Garden

Builder Time in Beta Park's backyard

The final Invermay Builder Time was held in Beta Park's backyard, sharing pizzas and stories

Beta Park Launceston in Invermay is not only about bouldering, it is a community hub. Beta Park opened its doors in 2020 and without the backing and encouragement of the community around them, they believe they wouldn't be standing where they are now. From the beginning, Tommy Krauss and his community believed in more than just climbing and bouldering, they're about building a community that thrives on support, resilience and a shared love for movement.

In late 2023, Beta Park welcomed the community into their backyard for the final Invermay Builder Time. We came together and hung out eating their home made pizzas and celebrated feeling connected with a supportive community.



Members of the Migrant Resource Centre



Riverbend park

Find a community builder team then vision and plan by asking 3 key questions

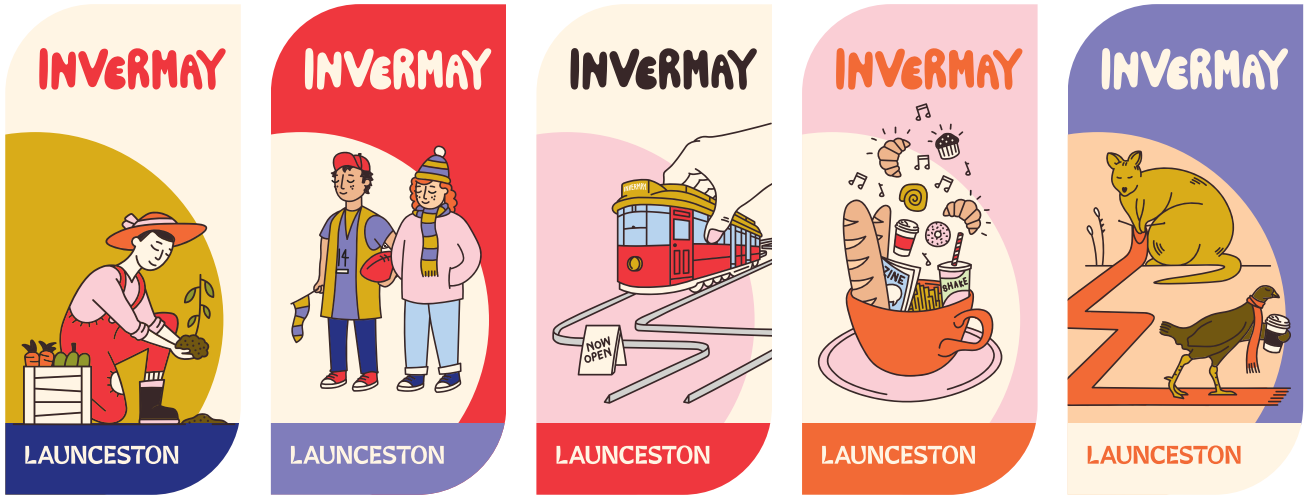
Community Projects

The Invermay workshop participants came up with incredible ideas such as an Invermay ice skating rink, putt-putt golf, an Invermay aquatic centre, sculptural community noticeboard, gumboot festival, community driven wetlands rehabilitation project, regular Inveresk market, a community garden, student mentoring program, outdoor films and a fundraiser for homeless people.

The Community Connector engaged with Community Builders after the workshop to vision and plan their project ideas and asked 3 key questions:

1. What can you do?
2. What do you need outside help with?
3. What do you need outside agencies to do for you?

After many discussions and brainstorming about how to use existing community assets, the Invermay Learning Site projects came to life. .



Invermay street banners

Student Internship with the Big Picture School

Amber Hartland participated in a Launceston Big Picture School Internship with the Community Connector alongside other members of the City of Launceston Community Development Team in 2022. Amber assisted with the Invermay Learning Site and community development team projects. It was wonderful to share the practice of asset based community development with Amber and collaborate on projects.



Amber Hartland

“The Learning Through Internship (LTI) program is highly valued by students, parents and staff and exists because of the generosity of employers like you. We greatly value the contribution you are making to the lives of young people in providing an opportunity for them to pursue a possible career pathway.”

Caleb Turale
Principal (2022)
Launceston Big Picture School

Invermay Street Banner Illustrations with the Big Picture School

The Launceston Big Picture School (Inveresk) students were invited to become Community Builders for a day and participate in an illustration workshop for new Invermay street banners. The design brief was to create a series of illustrations that celebrated the people, places and events that make Invermay such a vibrant and dynamic part of our city. Facilitated by local creative agency, Clever Creative, students worked collaboratively to create illustrations that were in the spirit of the Launceston Place Brand.

The design process was multifaceted; from choosing the illustrations which best represented Invermay, designing new place brand assets and transforming these to street banners. In order for the students to learn about this creative journey and feel valued as an integral part of the final banner design, an online and printed booklet was designed for the students as part of the Invermay Learning Site. The Community Connector and Tourism and Events Officer presented the booklet to 18 students in September 2023 at a school assembly.

To view the booklet produced for the Big Picture School students please visit: <https://www.launceston.tas.gov.au/Community/ABCDE-Learning-Sites>. The new banners were installed along Invermay Road in November 2023.

“I learnt about the illuminating process of designing and perfecting a design and that Launceston has many wonderful attributes.”

Aria, Grade 10
Launceston Big Picture School

University of Tasmania Northern Transformation Project

The partnership with University of Tasmania was centred on supporting the community to embrace the major development and growth of the University Inveresk Campus. The growth of the University of Tasmania precinct over the 18-month Learning Site period with incredible new facilities and an influx of staff and students on site in a contemporary community space has been a dynamic transformation of the area.

University of Tasmania students and staff supported the ABCDE Learning Site activities through participating in Community Builder sessions, the Invermay workshop and a Plant and Play Day. The University is committed to continued support for the community through providing spaces both indoor and outdoor for public use, in addition to supporting learning in all its forms.

“The University has worked side-by-side with the ABCDE Learning Site from the beginning, I’ve seen the community embrace the shared vision and work of both organisations to encourage the community to both engage in learning and contribute back to this special place.”

Professor Dominic (Dom) Geraghty
Pro Vice-Chancellor (Launceston)



Festive BBQ cooking



Invermay Primary School - Kreamart painting with students 2022

School Oval Container Murals with Invermay Primary School

Bonnie, a teacher at Invermay Primary School, always wanted to engage a local mural artist to collaboratively paint the containers on the school oval. The containers store bikes for the students and are a key part of the school garden where students spend time and play. As project coordinator, Bonnie liaised with artist James Cowan from Kreamart who worked with the students to design and paint the containers.

“I wanted to paint these shipping containers to celebrate Invermay Primary’s sense of community. We are a school who thrives on working together, supporting each other and showing the Invermay Way. The design represents Invermay through using our four values which are an integral part of our daily school life. This project allows students to be a part of and learn about creative street art, leaving a clear and positive message for years to come. This wouldn’t have been possible without the support from the Learning Site, their willingness to be involved and their encouragement to complete the project.”

Bonnie Cooper
Teacher (2022)
Invermay Primary School



Maggie looking at native plants

Maggie's Garden at Invermay Primary School

Year five student, Maggie, had an idea to create a community garden for people to enjoy peace and relaxation. Maggie's idea turned into a project in the existing Invermay Primary School garden where students could come to enjoy quiet breaks and help to care for the space.

Invermay Primary School Teacher Assistant, Nanette, and help from a fantastic group of volunteers meant that digging was completed quickly and some beautiful new trees and native plants were planted. New garden chairs were purchased and knee blankets were made so that students can sit in the garden to read, talk and relax. Ginkgo biloba, forest pansy, witch hazel and maple trees were planted to create shade. A new crab apple tree will hopefully provide bumper crops of tiny red apples for making a very popular tasty jelly. In Maggie's Garden of native edible plants there are three categories: native grasses, shrubs such as the native raspberry, pepperberry, snowberry, pigface and small shrubs and trees that grow flowers containing nectar such as banksia, waratah and hakeas. The back of the oval is now being presided over by a triumphant eucalypt, the silver princess, and a majestic linden tree. The school community will eagerly watch the new garden develop as the trees and shrubs continue to grow into a real asset for years to come thanks to Maggie and her idea.

"Invermay Primary School has been heavily involved with the 2022/2023 ABCDE project, we have participated and been active in many different initiatives which have included; the first community workshop, Maggie's garden project, container mural project, Gumboot festival and A Bright New Day in Invermay film. While our involvement has been incredible, it has been other factors that have impressed me the most; student voice has been extremely important and our students have been heard and also learned about the design process and how they can think through different concepts and ideas, this is clear through the initiatives that have been implemented. It has also been fabulous to see the connections that have been made and how important it is to share knowledge across generations and cultures, we sometimes lack these relationships in our everyday lives because we tend to focus on our own circles, however, this project reignites that sense of community and the vibrancy and positivity that I noted was very observable. The feedback from our families and students has been excellent, the optimism and confidence generated has been something that will be long lasting. It has been so valuable to everyone involved and I think we should add that everyone has had fun along the way!"

Tony Brazendale
Principal
Invermay Primary School

A Bright New Day in Invermay

St Finn Barr's Catholic Primary School and Invermay Primary School collaboration with Action Crew

An important part of every Learning Site is a student-led film project with the local school students, facilitated by Action Crew and produced by the Community Connector. The short ten minute film captured stories, connections, and hopes of the Invermay community in an interview style. The film was made over three days in a pop-up studio at Invermay Primary School with Evi and David from Action Crew who mentored grade five and six students from Invermay Primary School and St Finn Barr's Catholic Primary School.

Action Crew inspires positive change in young people by feeling respected, active, visible, and valued in their communities. Evi and David guided the students through the process of how to create a short film, from script to production to using a simple setup in a pop up studio within the school. The film was launched in May 2023 at the Nuala O'Flaherty Auditorium at the Queen Victoria Museum and Art Gallery.

The City of Launceston ABCDE Launceston Learning Site films can be viewed here <https://www.launceston.tas.gov.au/Community/ABCDE-Learning-Sites>.



A Bright New Day in Invermay film launch

"I loved learning how to focus on the big camera as I filmed and learning new skills. Most of all though I probably loved not feeling under pressure or stressed and just being able to enjoy the moment."

Invermay Primary School student



Invermay Film Day 1

The Russell Street Community Garden with Tamar NRM

The Russell Street Community Garden has been cared for by local residents over many years and it was time to reinvigorate the area with increased community participation. Tamar Natural Resource Management (NRM) became involved to help the community re-establish the garden and set a formal relationship with the City of Launceston who are the owners of the Russell Street Park where the garden is located. Tamar NRM supported residents involved in the garden to increase local participation and develop a shared vision for the space. Local residents spent many months meeting and exploring the opportunities for the garden. The result is that, with input from the local community, the Council will redesign the layout and features of the park to create an interesting and appealing space for the community to enjoy.



Heritage Forest Community Garden

Homelessness Project with St.Finn Barr's Catholic Primary School

A St Finn Barr's Catholic Primary School student's idea was a homelessness fundraising project. The Community Connector visited the school and chatted with the Principal and Deputy Principal about the project and it came to life.

The outcome was the Salvos in Schools program facilitated two sessions focusing on the meaning of home and how to support homeless people with 70 grade five and six St Finn Barr's Community Action Team students. A part of this program provided students with an excursion to the Salvation Army in Launceston where they learned about poverty and food security with activities that investigated the cost of and packing of groceries for homeless people.

St Finn Barr's students told us they enjoyed working with the Salvation Army and learned a lot about the different types of homelessness. The students really liked being able to help and see the direct impact through packing the bags of food which people will receive. There were many ideas on how to help people experiencing homelessness. Students were able to imagine what it would be like living without a home and how important a home is to them. They wrote about what their home means to them and the basic necessities of being able to live a healthy life. There was a great sense of understanding, empathy, and a willingness to learn about homelessness with hope that the students can make a difference. St Finn Barr's staff and students enjoyed the program and would like to continue it in the school on an annual basis.

Heritage Forest Community Garden with the Migrant Resource Centre

The Heritage Forest Community Garden was first established in 2015 in partnership with the City of Launceston, Rotary Club Launceston Inc., MRC Northern Tasmania (MRC), Gus Green and operated by Youth Futures. MRC began management of this special community asset in 2023 and is set to commence full operation in the Community Garden in early 2024.

The Heritage Forest Community Garden has an existing membership of 80 people, with capacity to add more gardeners. A significant number of plot holders are people from Bhutan and Nepal who arrived under Australia's humanitarian program. In the short to medium term, MRC aims to attract new users including cooking and kitchen garden enthusiasts, temporary visa holders, skilled migrants or retired and semi-retired people living in close proximity to the garden or from surrounding suburbs. Free public WIFI has been installed by the City of Launceston in the Community Garden for the gardeners to connect as part of the Learning Site.

"For MRC, the Heritage Forest Community Garden is ultimately about integration and social cohesion, and creating a place where people come together to promote understanding and awareness of the benefits of a diverse community, learn about different cultures and form friendships. Our involvement in the Learning Site promoted the discussion and even though we had an existing relationship with Youth Futures, it was the Community Connector who was aware of the situation with HFCG and joined the dots"

Ella Dixon
CEO Migrant Resource Centre Northern Tasmania

Helene Boyer's On the Swamp

Helene has been a Swampie for 23 years, an artist with a studio at the Russell Street Studios in Invermay and in a previous life, an educator. Helene is co-ordinating a social history project called *On the Swamp* which, when complete, will be published via the City of Launceston website and other platforms. Helene's project celebrates the area once known as the village of Inveresk, specifically the residential area bordered by Lindsay St, Invermay Rd, Forster St, Goderich St and the three rivers. Helene refers to this area as the Venice end of Launceston with architectural and historical similarities to Brunswick or Fitzroy in Melbourne, Paddington in Sydney or Battery Point in Hobart but also has significant ongoing challenges with regard to being at the confluence of three rivers and daily tides.



Helene Boyer

In telling the story of the Swampies, Helene has been compiling and publishing a timeline including maps and photographs documenting 200 years of mud, flood, hard work, and good humour. Alongside the historical research, Helene has been conducting short video interviews with a very small group of past and current residents about their memories of living or working in

Inveresk. These interviews, linked to a photo portrait of each interviewee by Launceston photographer Dave Carswell and also to photos about their past/current home, will be on the website. Helene will be working on this project into the future, celebrating the special character, history and architecture of Invermay.

"I would never have embarked on my project without the opportunity provided by the ABCDE Learning Site, it gave me the impetus to actually do something about an idea I had had for decades. The encouragement plus mentoring and networking assistance provided by Sarah our Community Connector enabled me to expand the parameters, learning opportunities and outcomes of the work for me and my community across this year. It was especially beneficial that we had her support and presence over two years as this kind of gradually developed and embedded action which is driven by local volunteers and focuses on celebration, needs longer term engagement to produce a quality experience for everyone. I have learned so much more about the history and character of my local area through my involvement and will continue with publishing the research and stories about my community next year."

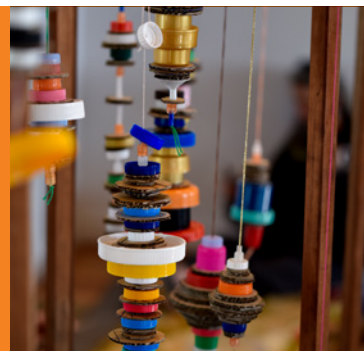
Helene Boyer, Author, On the Swamp

Art with Mae Finlayson

Meeting Mae, a local textiles artist with a studio in an old church in Invermay led to connecting her creative practice with the community. The University of Tasmania and Learning Site Festive BBQ featured Mae's Upcycled Festive Decoration Making Workshop in 2022, where over 120 locals participated and left with their own unique decoration.

During the past two Learning Sites, Community Builders were given a tote bag which visually reflects their community, to acknowledge their community building. This time we did something unique and Mae designed and screen printed 280 Swampie tote bags with local recycled material. The bag featured a description of a Swampie on the front of the bag:

noun (Swamp-ee)
term of endearment for a resident of Invermay, Tasmania, Australia



Decorations from workshop



Mae and the Swampie bags

Gumboot Gala

with Jeff McLintoch, University of Tasmania, Interweave, Tram Museum and local Swampies

On a Saturday in June 2023, Invermay Swampies presented the inaugural *Gumboot Gala*. A fun, free community event, celebrating the gumboot as a motif for community connection.

Gumboot Gala was the brainchild of Jeff McClintock at the Invermay Community Workshop in October 2022. Interweave Arts, University of Tasmania Inveresk Community Garden, Launceston Tramway Museum and local residents were the driving force behind the event. The group was activated by the Community Connector to get together and realise Jeff's dream. The next several months involved many meetings at Interweave Arts at Inveresk with a group of enthusiastic community leaders with an incredibly strong ethos.

Gumboot throwing competitions and games, live local music, a gumboot stall, a gumboot fashion parade, exhibitions including the rainbow healing garden by the Interweave Arts community, workshops, food, tours showcasing the Inveresk Precinct, the University of Tasmania community garden, the Interweave Arts Studio and free Launceston Tramway rides made this niche and inclusive event such a success. *Gumboot Gala* gave locals a chance to celebrate their home and strengthen their sense of place and belonging in a quirky and fun way. A free winter gathering of people from all cross sections of the community which will hopefully reoccur.

Jeff in the parade
Gumboot Gala



"The Gumboot Gala was an orchestration of a gumboot symphony in the swamp. An ode to the Inveresk precinct and the tradition of the gumboot. The diversity and the imagination of the artists, in syncopation with the effort and daring of the curatorial team Jeff, Kim, Sunny, Sarah, Lois, Stacie and Logan. The professionalism of the team was exemplary with arrangements, signage, community involvement, gumboot throwing competition, bespoke handmade prizes and catwalk-ready fashionistas. A big thankyou to the team and the artists that made this event a reality."

Amanda Nicholson
Artist at Interweave Arts

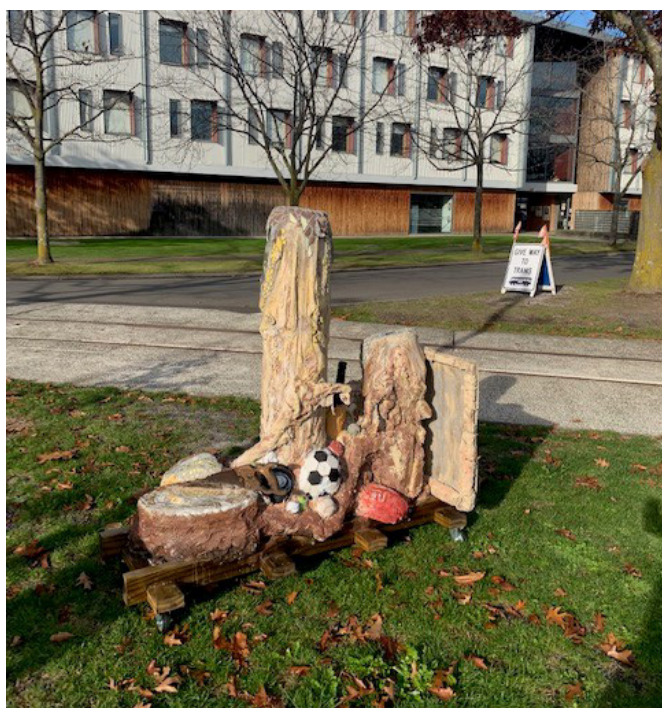


The SheShed's Essence of Invermay

Allison Bassano started the SheShed in Invermay seven years ago, as a place for women to freely create while sharing camaraderie with each other. Allison attended the Invermay Community Workshop where she shared her idea for the *Essence of Invermay* artistic sculpture. Many volunteers created this sculpture which was showcased at *Gumboot Gala*.

"The Melaleuca Ericifolia Swamp Forest. The basic inspiration for the work was the almost pure stands of Melaleuca ericifolia with their trees forming a dense, even aged, canopy, and now missing! Commonly known as paperbark these trees have layers of bark, thin and light coloured from soft cream to a deep reddish brown - any artist's dream! This creative piece, Essence of Invermay was lovingly constructed in honour of those trees that provided the foundation, joy and passion necessary for sport-loving Launcestonians to flourish."

Allison Bassano
SheShed



SheShed Sculpture at Gumboot Gala



Invermay BOWLS Club - Swampies Central

Invermay BOWLS and Community Club

The Invermay BOWLS and Community Club is an institution in Invermay, providing a hub for Invermay Swampies over many years. The community comes together here for many reasons, to play bowls and bingo, get married, eat delicious meals, talk about what's important to their community, and form lifelong friendships.

The bowls club was a perfect place for the Community Connector to work from, connect, and be accessible to the community over the 18-month Learning Site. Sarah felt welcomed and supported by the bowls club and by Rebekah from Reclink who she shared an office with for nearly 18 months. The Community Connector expanded the bowls club usage by recommending the workshop space/main hall for events.

"From the Invermay BOWLS and Community Club perspective, the Learning Site has assisted us in engaging with so many more organisations within our community. It has been positive for us economically and creating friendships and by sharing our history (founded in 1909). The Club can't thank Sarah enough for her ongoing enthusiasm and her assistance here at the Invermay BOWLS and Community Club, it has certainly been an interesting time of learning for all of us."

Vicki Quail - Secretary

On behalf of the Committee of Management and Members



Patrick Camino's Identities of Kings Meadows Mural

Sustaining Community Building

Continuing the asset based community driven work beyond the formal Learning Site period in each suburb is very important. The City of Launceston ABCDE Learning Site Community Continuity Plan outlines practical ways for the community to keep their work going. This plan was completed in 2022 and is shared by the Community Connector with Community Builders in practical ways.

The following projects occurred throughout the Invermay Learning Site period which were a result of past Learning Site initiatives. These projects were supported by the Community Connector and other Council staff.

Build the Builders

Build the Builders is a new sustainability initiative where Community Builders come together with the Community Connector every quarter. This occurred in 2023 and will continue on a regular basis to check in, collaborate, and provide support to those who are leading their communities in asset based community development work.

Kings Meadows continued to shine

After a significant amount of planning, Patrick Camino's *Identities of Kings Meadows* Mural was completed on a wall in the Meadow Mews car park in August 2022. Featuring three local Kings Meadows identities, Steve & Sue Armerikanos and Harvey Cuthill, the idea came from the Southern Community Development Group in 2021. This project is now included in the City of Launceston Public Art Strategy Community Connections.

Another project linked to the Kings Meadows Learning Site came to life in 2023, a public toilet block on Hobart Road has been transformed through a public art project. The City of Launceston commissioned Launceston artist Kira Simmonds to paint the building, using a design developed in consultation with community members involved in the Kings Meadows ABCDE Learning Site program and surrounding businesses. The design concept was heavily influenced by two local Kings Meadows history experts including Tony McCormack and Lance Carroll.



Tool Library opening
November 2022

Launceston Tool Library Launch

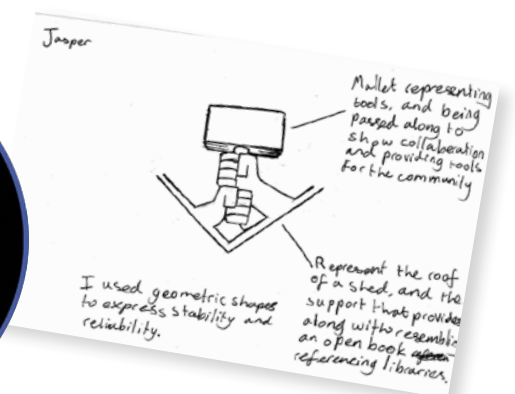
In November 2022, the Launceston Tool Library was launched at the Kings Meadows Community Men's Shed. This initiative began throughout the Youngtown Learning Site and was developed over several years with support from the ACBDE Learning Site program. It is a place where tools can be lent out to the general public in the same way books are borrowed from a library. The Community Connector and Council's Sustainability Officer continued to support the development of the Launceston Tool Library in 2022/2023.

Launceston Tool Library Logo with the Big Picture School

Another project with the Big Picture School was the facilitated partnership with students to create the Launceston Tool Library logo. This was a wonderful connection from past Learning Site community members with newly formed connections in Invermay.

"The collaboration with the Launceston Big Picture School to help design a logo was fantastic. Corinne, Advisory Teacher and her pupils were a delight to work with. Together they supplied us with a few options that different pupils designed. Any business that is thinking of creating a new logo should consider involving the Launceston Big Picture School."

Phillip Atkins
Launceston Tool Library

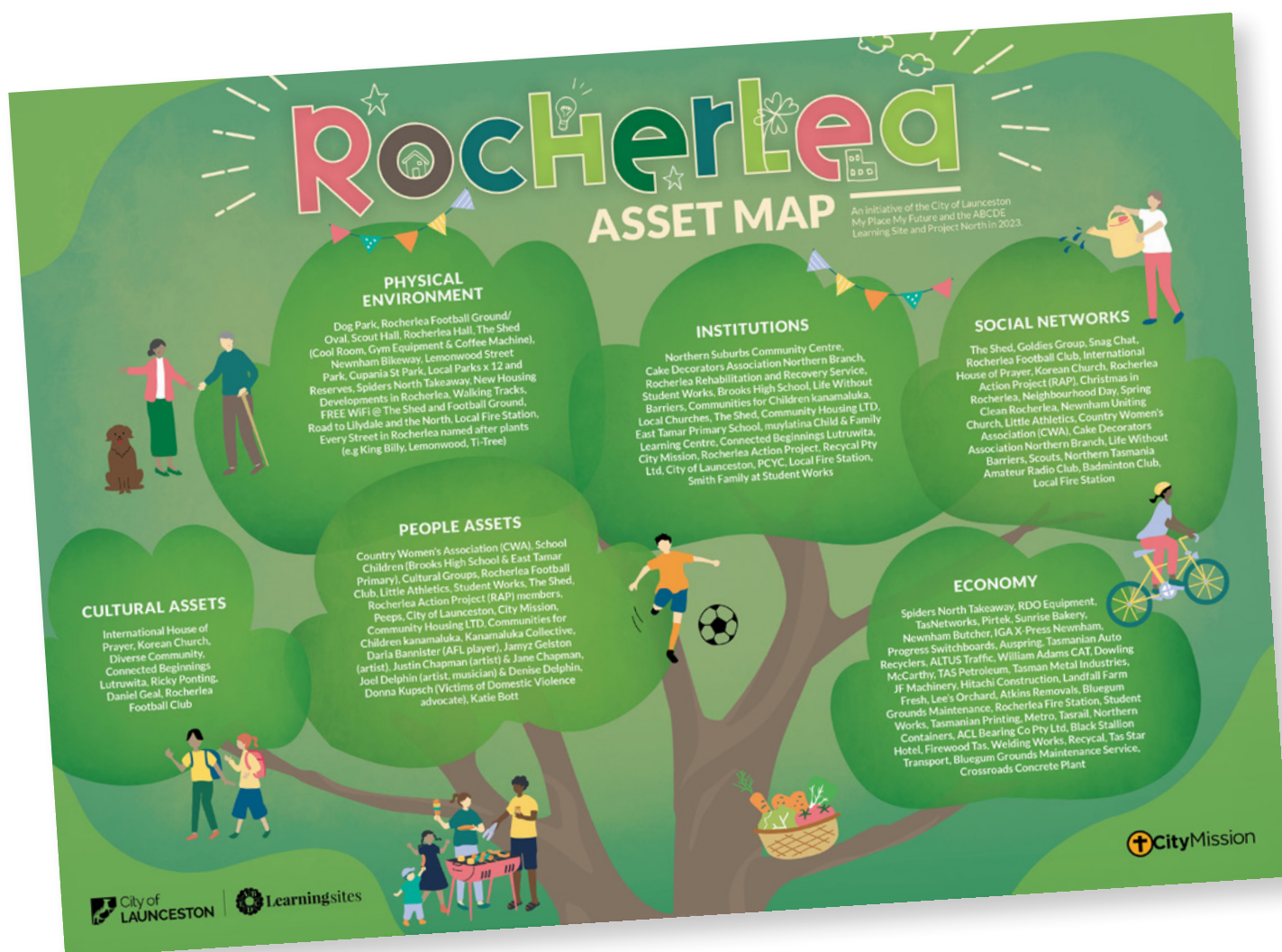


Implementing
change
(doing and
reviewing)

The Rocherlea Asset Map

Comprised of the 2016 Rocherlea ABCDE Learning site participants as well as new members, the Rocherlea Action Project (RAP) is a community-led group initiating projects in collaboration with My Place My Future and Project North (City Mission). The 2016 Rocherlea Asset Map needed a refresh so Council's Community Connector facilitated an asset map workshop with the

invigorated RAP group to rediscover their community assets. The result is a new Rocherlea Asset Map in the design of a King Billy Pine tree to represent the street names of trees in the area. The group can now refer to their asset map to utilise community assets to plan future projects with a focus on what's strong in their community.



Paste Up Part 3 - I Love Mowbray with Sawtooth ARI and Interweave Arts

In 2012, community members together with Interweave Arts and Northern Suburbs Community Centre created a large scale photographic public art work celebrating the many faces of Mowbray on the Coles Mowbray site called *Paste Your Face*. As the faces faded over the years, the work continued to represent memory, change and community connections. During the Mowbray ABCDE Learning Site in 2019, the community revisited *Paste Your Face*. Led by Interweave Arts, *Paste Up - Part 2*, showcased images and catchphrases depicting Mowbray on a repurposed bus stop outside Shiploads along the main street. This was an accessible public artwork for everyone to enjoy and reflect on the importance of what's strong in the community.

Part three of the project was explored with Interweave Arts and Sawtooth ARI throughout the Invermay Learning Site. *Paste Up Part 3 - I Love Mowbray* is a curated collection of community artwork and stories from part two. Designed into eight unique panels after exploring the potential of a major public art work, these designs came to life in the form of unique stickers given to the community.



Acknowledgements

- Action Crew
- Bank of I.D.E.A.S
- Beta Park
- Boris Petrack
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- Interweave Arts
- Invermay Bowls and Community Club
- Invermay Primary School
- Launceston Big Picture School
- Launceston Tramway Museum
- Queen Victoria Museum and Art Gallery
- Reclink
- Salvation Army
- Sawtooth ARI
- St.Finn Barr's Catholic Primary School
- St.Vincent de Paul Society
- Tamar NRM
- TasTafe
- University of Tasmania

Thank you to those who assisted the Community Builders with their projects including the City of Launceston staff and to the Invermay community who collaborated with Sarah McCormack.

City of Launceston ABCDE Learning Site Project Team: Sarah McCormack, Maryanne Mitchell, Linda Page, Nathalie Servant and Racheal Wheatley.

"To shift from 'me' to 'we', it takes people that are passionate about raising others up by showing them, not telling them, supporting them and walking alongside towards common ground. This is what I see and hear happens with the Learning Sites. Ground roots support, walking alongside locals in their projects and ongoing recognition and acknowledgment of achievements."

Leanne Groves
Invermay Community Workshop participant

This report was prepared by Sarah McCormack
Community Connector, City of Launceston

For more information contact:
Sarah McCormack
M 0428 109 948
E Sarah.McCormack@launceston.tas.gov.au
P 6323 3000

W launceston.tas.gov.au/LearningSites



City of
LAUNCESTON



Learning Sites