

OUR TOWN MY STORY

*Connecting communities
through storytelling*

EVERY TOWNSHIP HAS A STORY

A Bold and Unique Initiative to
Empower & Connect Every Township to
Capture and Showcase Their Story.



A Collaboration between Australian Multicultural Foundation
(Auspicing Body), Community Language Schools Australia & My
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My Word
Connect through stories



**AUSTRALIAN
multicultural
foundation**



EVERY TOWNSHIP HAS A UNIQUE STORY

Regional Australia has a rich indigenous and migration history which makes up our multicultural society. The unique identity of any township can only be revealed by its stories, which we aim to capture and showcase by empowering its community.

We are all storytellers. We live in a network of stories. There is not a stronger connection between people than storytelling.

RURAL AUSTRALIA IS CHANGING

Rural and Regional Australia has been hit hard by the COVID Pandemic, as lockdowns have prevented rural weekend getaways, and international borders have brought seasonal worker programs to a screaming halt. This is in addition to the challenges Regional Townships have already had to endure including drought, bushfires, floods, and mental health issues. This has resulted in a need for communities to reconnect, re-engage, and re-socialise in an inclusive and authentic manner.

We are embarking on a national campaign to empower and equip a township to Capture and Showcase their story, through the engagement of the Local Community and their next generation. We apply a collaborative co-design methodology that is both scalable and sustainable.



‘STORYTELLING IS A LIFE SKILL’

1. The next generation have never experienced challenging and uncertain times. Resilience and sense of identity is a key skill fuelled by storytelling
2. Technology is having a negative impact on the next generation’s ability to listen, hold a conversation, and connect through stories
3. Our Elders have seen difficult times before. Just maybe they have some wisdom and knowledge to pass on
4. Our Elderly have their own issues to navigate as they age including isolation, loss of independence, illness, and a loss of identity. Telling their story will fuel a positive self-worth
5. The history and identity of any Township is built around its story. These can only be revealed by storytelling.
6. Knowing & connecting with the story of a town is what makes it home

THE OPPORTUNITY:

To engage and empower a Townships Community to connect on a deeper and more meaningful manner by capturing, celebrating, and showcasing its unique identity – as told by their residents. Any Township has many unique layers to reveal and showcase through the stories from:

- Long term residents
- Pioneering Families and Entrepreneurs
- New and Recent Residents
- Employers and Businesses
- Community and Sporting Groups
- The voice of Youth

This is a project that will engage and connect a community whilst building the aural & oral skills of our next generation

It is about informing our future through storytelling. To know where you have come from is to know who you are – Hass Dellal

THE THREE WAYS WE EMPOWER:

1. **Provide townships with the skills, tools, and methodology** to capture and showcase their unique story for themselves in a manner which: Engages, Inspires, Empowers and Motivates the Community
2. **Via a Co-Design Methodology that:**
 - a. Builds local expertise and capability
 - b. Provides the IP tools and guides to locally drive and implement
 - c. Identifies and engages key local influencers, volunteers and Millennial
3. **Provide the Mechanism to Capture and Showcase a Township's Story** in a manner that is scalable, can be replicated, yet unique to each Township

STORY CAPTURE: Four High Impact Days!

1. **Day 1: Building Capability Train The Trainer**
 - AM: Train local Storymasters
 - PM: Train local Interviewers (Interested Volunteers & U25's)
2. **Day 2: Day in Life: Stories of Liveability**
 - Dawn To Dusk (the town's liveability story from sunrise to sunset)
 - Old Friend New Friend
 - AM: Business Networking Event (Millennials & Boomers)
 - PM: New Resident Meets Long Term Resident (Long Lunch or afternoon tea)
3. **Day 3: Tell Us Your Story**
 - At set locations over the course of a day / story booths for people to drop in
4. **Day 4: Wisdom of Elders: Ultimate Story Experience To Hear Their Story**
 - The Local Elders invited to a central location to be interviewed by volunteer their own next generation family member

LOCAL CO-DESIGN METHODOLOGY:

1

Step 1
Brief & Onboard
Local Community

2

Step 2
Facilitate Project
Plan Workshop

3

Step 3
4 Story Capture
Days

4

Step 4
Story Showcase &
Leverage

THE 7 DELIVERABLES:

1. A step-by-step co-design project management methodology
2. Set of Story Capture Tools & Resources
3. A Network of trained local Storymasters & Interviewers
4. A Library of Local Stories
5. Personal audio stories for Families
6. Communications Plan to leverage and showcase stories
7. Story Library & Story Artefacts

THE 3 OUTCOMES:

1. Deeper and More Meaningful Cross Generation Social Cohesion & Connection
2. A newfound appreciation and celebration of the townships Elders and all they have achieved
3. A Mechanism to align and link the Township Community in order to attract Tourists, Investment & New Community Members by Engaging & Empowering Current Residents

A LOCAL STORY MOVEMENT – NOT STORY PRODUCT

The history and story of a township builds from one generation to the next, be it the indigenous history, impact of migration, pioneering spirit of our elders, to the recent history and new arrivals. Key is the importance of knowing and honouring each phase of a Townships Story. Local Stories fuel a sense of identity, social cohesion and community connection.

**A townships story reveals its liveability to new residents,
but describes “home” to its current community**

*A Community without the knowledge of its history, origins and culture,
is like a tree without roots – Stefan Romaniw*