ABCD—some lessons from Down Under.

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(Initiatives for the Development of Enterprising Action and Strategies)
Aboriginal Australia
MY PASSION

Building healthy, inclusive & connected communities and local economies
8 Key Principles to effective ABCD
1. Success is an inside job

Meaningful and lasting change always originates from within.
'The wisdom of the community always exceeds the knowledge of the experts'

(Harold Flaming)
'Most communities can often be compared to a football game where 30,000 people who need the exercise, turn up to watch 36 players who don’t.'

(Peter Kenyon)
2. Community residents act responsibly when they care and support what they create
‘There is no power for change greater than a community discovering what it cares about.’

(Margaret Wheatley)
3. Building social connectedness and relationships
'If you want to go faster, go alone. If you want to go further, go together.'

(African Proverb)
Communities have never been built by dwelling on their deficiencies. Focus on the resources, capacities, strengths and aspirations of a community and its residents, instead of dwelling on the needs, deficiencies and problems.
BRANXTON LIONS CLUB
WELCOMES
CAREFUL DRIVERS
We have
two cemeteries
no hospital
Kaikoura, (New Zealand)

Kaikoura: Population 4000
Traditional farming and fishing

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>3600 international visitors</td>
</tr>
<tr>
<td>2002</td>
<td>350,000 international visitors</td>
</tr>
<tr>
<td>2007</td>
<td>650,000 international visitors</td>
</tr>
</tbody>
</table>

Tourism sector contributes $67 million to the local economy.

1/3 of the town’s full time jobs are in tourism, and another 1/3 rely on a proportion of the tourism income to make their job sustainable.
### Comparison - Kaikoura 1987 - 2007

<table>
<thead>
<tr>
<th>Service</th>
<th>1987</th>
<th>2007</th>
<th>Variance %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation Complex</td>
<td>23</td>
<td>96</td>
<td>+ 317%</td>
</tr>
<tr>
<td>Guest Beds</td>
<td>386</td>
<td>1860</td>
<td>+ 382%</td>
</tr>
<tr>
<td>Coach Services</td>
<td>2 each week</td>
<td>112 weekly</td>
<td>+ 5,500%</td>
</tr>
<tr>
<td>Licensed Premises</td>
<td>4</td>
<td>43</td>
<td>+ 975%</td>
</tr>
<tr>
<td>Restaurants / Cafés</td>
<td>10</td>
<td>35</td>
<td>+ 250%</td>
</tr>
<tr>
<td>Tour Operators</td>
<td>5</td>
<td>58</td>
<td>+ 1060%</td>
</tr>
<tr>
<td>Taxi Services</td>
<td>0</td>
<td>1</td>
<td>New Service</td>
</tr>
<tr>
<td>Building Permits Issued</td>
<td>41</td>
<td>221</td>
<td>+ 439%</td>
</tr>
</tbody>
</table>
Kaikoura Whale Watch

- Established in late 1980’s by local Maori desperate to create employment and build a future for their children.

- Local Maori (over 95% unemployment rate) borrowed $35 000 to initiate - used their homes as collateral.

- Only grant in their history - $5000 for a feasibility plan.
Kaikoura Whale Watch

Today:

- Biggest employer in Kaikoura with over 250 staff.
- 2007 – 200,000 Whale Watch customers
- Winner of the Best Global Eco Tourism Business Award.
- Besides Whale Watch, the company has a wide range of businesses:
  - biggest Day Tour company operating from Christchurch
  - chain of 9 coffee shops throughout New Zealand
  - Clifford Bay Marine Farm
  - technology investments.
5. ‘The strength of a community is directly proportional to the level that the diversity of its residents desire, and are able to contribute their abilities and assets to the well being of their community’.
Historic View Of Young People

- cause problems
- have problems
- are problems
SOCRATES (500BC) - 'Our youth today now love luxury; they have bad manners, contempt for authority, disrespect for older people. Children now days are tyrants, they no longer rise when elders enter the room, they contradict their parents, they chatter before company, gobble their food and tyrannise their teachers. They have execrable manners, flout authority, have no respect for their elders. What kind of awful creatures will they be when they grow up.'

ARISTOTLE (300 BC) - 'When I look at the younger generation, I despair for the future of civilisation.'
'The youth of the present day are quite monstrous. They have absolutely no respect of dyed hair.'
OSCAR WILDE

'Youth is such a wonderful thing. What a crime to waste it on children.'
GEORGE BERNARD SHAW
TEONA

Latin word from which the word teenager originates.

It means 'grief, strife and misery'
Unique Contribution By Young Women and Men

- Fresh perspectives
- Great collaborators
- Make the dollar stretch
- Passionate about issues, eg, environment / sustainability
- Impatience
- Attract the attention of the media
- Best know what other young people think and want
'Youth are the leaders of today, not tomorrow. We are assets, not liabilities. We are solutions, not a problem to be solved’

(Sooraya Mentor, South Africa)
ruMAD?
are you making a difference?
Three Levels Of Madness

Level One  - Commit to a mad day

Level Two   - Create a team or year long mad project

Level Three - Establish A Mad student Foundation
Every single person has capacities, abilities, gifts and ideas, and living a good life depends on whether those capacities can be used, abilities expressed, gifts given and ideas shared. (Jody Kretzmann)
LECLES. LES COURIER

PHONE
0404850940
96412669

PHONE
6.

In every community something works. Instead of asking 'What's wrong, and how to fix it', ask, 'What's worked, and how do we get more of it?'

It generates hope, energy and creativity.
Appreciate what you have got
Imagine what can be
Create what will be
7. Creating positive change begins simply with conversation
‘In community, conversation is our primary medium for making sense of our world, discovering what we value, sharing knowledge and imagining better futures’.
BULLS

RELIEV-A-BULL
Greetings from BULLS

People are RESPECT-A-BULL, HOSPIT-A-BULL and AMI-A-BULL


You will be safe here as we have a CONST-A-BULL who is RELI-A-BULL and INDEFATIG-A-BULL

You will not be hungry because food variety is AVAIL-A-BULL and DIGEST-A-BULL

This town is IRRESIST-A-BULL
8.
The starting point for change is always mindset and positive attitudes.
‘My greatest challenge has been to change the mindset of people. We see things the way our minds have instructed our eyes to see’.

(Mohammad Yunus, Creator of the Grameen Bank)
‘The start for a better world is the belief that it is possible’
(Norman cousins)
'I think negative people should be taxed. They require an incredible amount of energy. They're like corgi dogs nibbling at your ankles and I'm sure they exist to show us the difference between heaven and hell.'

(Vicki Buck, Former Mayor, Christchurch City Council)
When facing a difficult task, act as if it is impossible to fail. When going after Moby Dick, bring along the tartare sauce.
'The future is not a result of choices among alternative paths offered by the present, but a place that is created first in mind, next in will, then in activity.'
'The future is not a place to which we are going; it is a place we are creating. The paths to the future are not found, but made, and the activity of making them changes both the maker and the destination.'

(John Schaar)
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