

**LEGATUS COMMUNITY
DEVELOPMENT FORUM**

**REGIONAL RESILIENCE:
BRIGHTER FUTURES**

STORYTOWNS



JARROD PICKFORD
FOUNDER / CEO
STORYTOWNS

"Using the art of audio storytelling, we create a much richer experience for visitors who want to delve deeper and connect with local towns and communities"

KPPM
STRATEGY

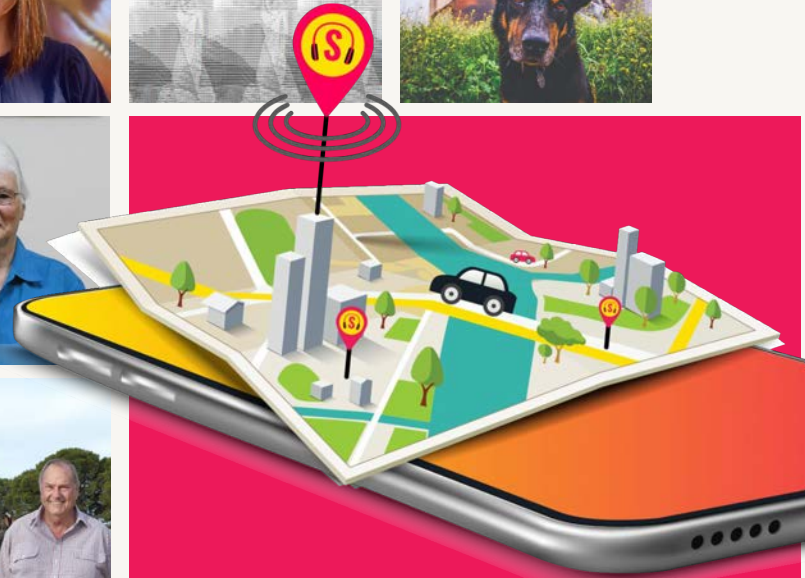
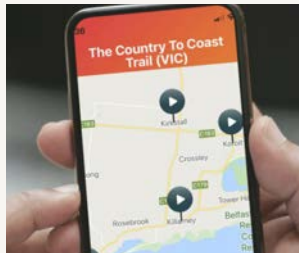
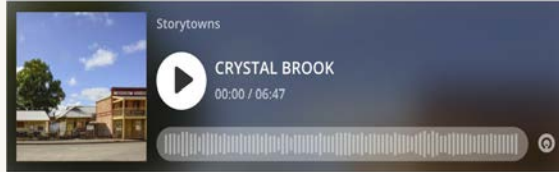


DR KRISTINE PETERS
PRINCIPAL CONSULTANT
KPPM STRATEGY

"It's about learning, learning to learn, learning from each other, putting learning into practice"

TOWNSCAPES

LOCAL IMMERSIVE PODCAST AUDIO TOURS



BRIGHTER FUTURES

20 YEARS IN THE MAKING

Community Builders 1999 - 2013 (including Building Positive Rural Futures study tours)

Based on sound community development principles

Team projects

Cross-regional

Demonstrating and sharing learning theory

Covers project management, grant writing, leadership

Tools and guidelines for later reference

Brighter Futures added a small grant element

**THIS (STORYTELLING) ROUND REPLACED TEAM PROJECTS
WITH PODCASTS ABOUT PARTICIPANT TOWNS**

MASLOW'S HIERARCHY OF NEEDS

SECURITY

BELONGING

ESTEEM

SELF ACTUALISATION

FOCUS ON MAKING CONNECTIONS

FOCUS ON SELF-ORGANISING

FOCUS ON LEADERSHIP

Individuals engage in worthwhile activity with others

Relationships build

Individuals gain entrepreneurial skills

Effective organisations are nurtured

Leaders are working with their communities in mutual development

Leaders are looking outward, sharing and developing new knowledge

Projects link and engage people

Programs support self-managed peer development

Programs support innovation, knowledge and leadership development

BUILDING LAYERS OF CAPACITY: COMMUNITY TO ECONOMIC DEVELOPMENT

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WHY STORIES?

- Breathe life into tourism experiences
- Create human empathy and relatability
- Foster a connection or bond between place + people
- Take an experience beyond observation or imagination or factual
- Feel immersive and participatory
- Develop sense of place: builds character, activation

PROGRAM FORMAT

- 2 weekends (four days)
- Support and encouragement between sessions
- Get out of goal free
- By the end of Day 4, Storytowns had (most of) the content to produce the audio
- Launching it tomorrow with a towns tour!

STEP 1 Introduce activity, theory behind it, where it fits in the learning journey

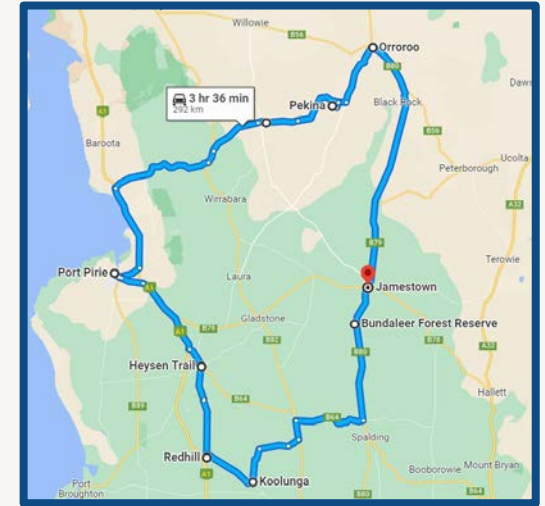
STEP 2 Vary the content (projects, leadership, grants, podcasts, marketing)

STEP 3 Use real-life examples, from participants where possible (value their experience)

STEP 4 Review

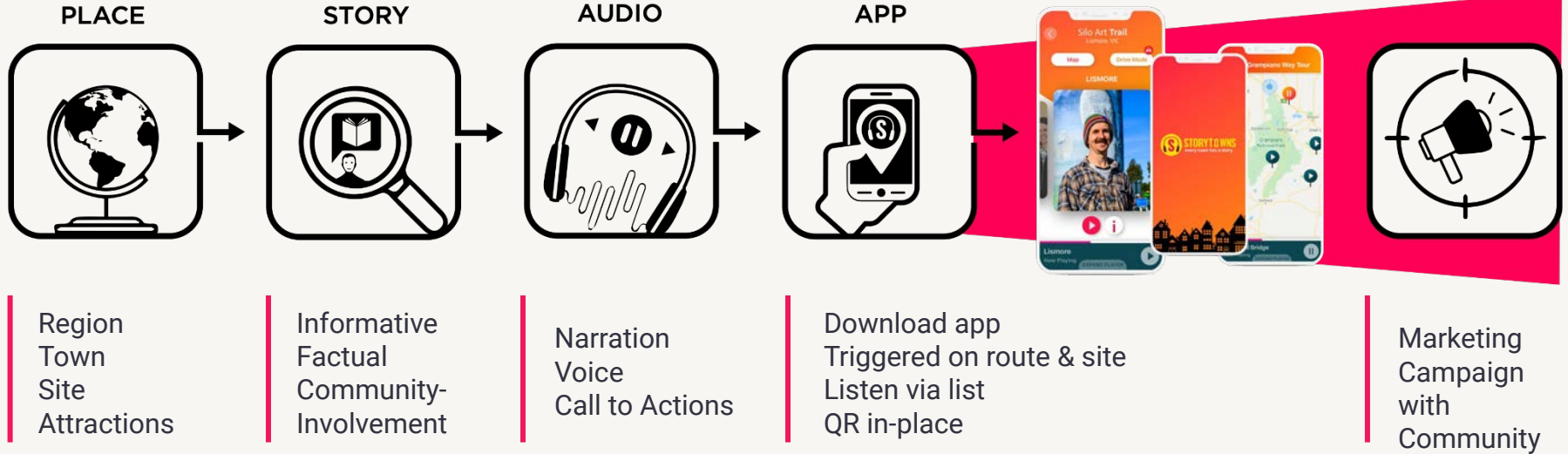
STEP 5 Set priorities for next session

RINSE AND REPEAT

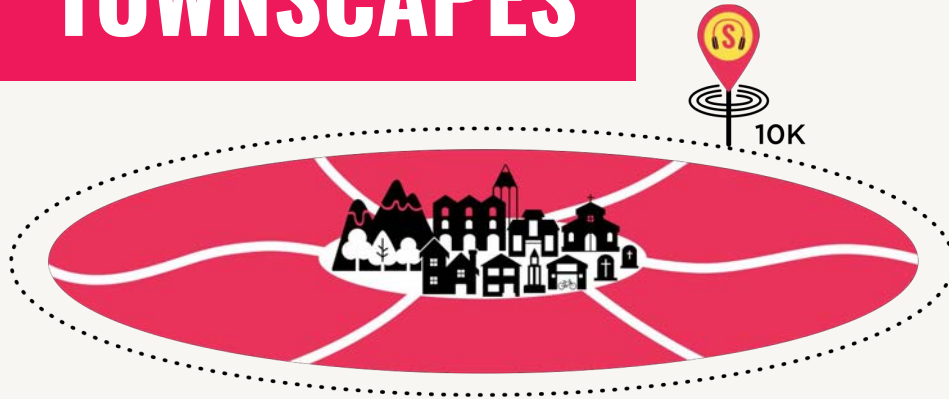


STRUCTURE

WHAT STORYTOWNS DOES

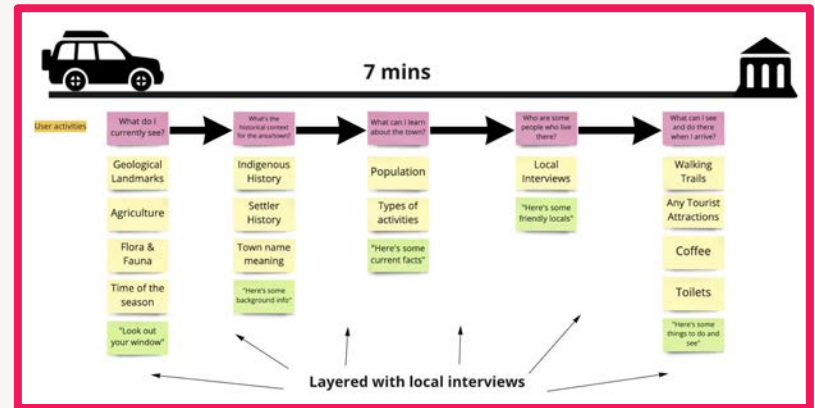
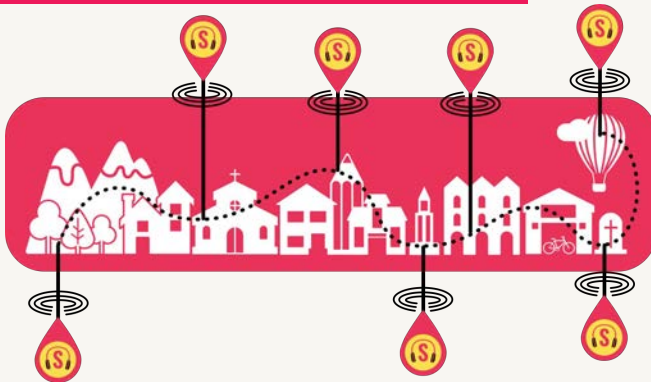


TOWNSCAPES



- 7-8 min snap-shot as a broad introduction
- 10 kilometer geo-located map pin
- Includes 1-2 local 'talent' stories

TOWN/THEMED TOURS



USER EXPERIENCE MAP (PODCAST STRUCTURE)

WHAT WE THOUGHT WOULD HAPPEN...

WHAT ACTUALLY HAPPENED

WHAT WE'D DO DIFFERENTLY IN FUTURE



Stronger tie-in
between
community
development
and storytelling



Allow for
development
of team
projects



Reduce
in-person
Storytowns
time to allow
more
'technical'
back-end time



More
training on
interview
and script
techniques



Training in
marketing
should focus
on the tour



Recruit teams
based on
towns on the
proposed tour



Revisit
recruitment
approach

"I never believed that I would take part in a podcast. I had never even listened to one before"

Dalma Clogg
Local Gladstone Resident & Brighter Futures participant



www.storytowns.com.au

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