



## **THE BOX - an initiative of the Gippsland Women's Network Pilot project November 2000**

**THE BOX** is an inter-active pilot project, which will involve collecting "good Ideas" from young people, parents, and grandparents...anyone, in an effort to halt or even reverse the rural decline.

### **THE CONCEPT**

It's a grass roots effort to get people to look "outside the box" for more creative suggestions which might translate into real employment and / or training opportunities, in an effort to keep our population rather than seeing young people drifting to the big centres, rarely returning.

The idea came about as an outcome of the forum organised by GWN, "Having Your Voice Heard" when a large proportion of participants cited unemployment and the decline of rural communities, as the major issues facing their communities.

### **THE PLAN**

It is planned to collect memo, mail, phone, and e-mail suggestions - box ideas. These would be collated and lead to community discussion via web - site, talk back and print media. People would be asked to suggest industries they would like to see here and which may need targeted training provided or look at skills that people have which are not being utilised locally.



Ownership of the initiative by the community and involvement of ordinary people, particularly young people is imperative in working up good ideas. THE BOX team will be working closely with the business community, media and other groups who may have expertise to offer.

### **THE STRATEGY**

ABC Gippsland will be heavily involved in the promotion of the project and dissemination of information contribute. The Education system from local secondary schools. will contribute as well as community groups.



Local newspapers will also be utilised including involvement Local employers and trader organisation

### **THE LOGISTICS**

- A "box" will be placed at a central location for people to deposit suggestions
- A "mail box" will be organised through Australia Post
- An "e-mail box" will be accessed through the ABC's Gippsland Backyard page
- A "phone box" will be set up using a school community project with specific times for contributions

### **THE RESULTS**



A review committee will assess suggestions and feedback will be given via the media as soon as possible and on a weekly basis throughout the month of November.

At the end of the month the "best of" will be selected and the "action" team will plan the next steps.