



*everyone's family*

# Overview of Presentation

- A bit about The Smith Family
- Communities for Children 101
- Our lessons (warts and all)
- The good news!

# OUR VISION, MISSION AND BELIEF

## Our vision

A better future for young  
Australians in need

## Our mission

To create opportunities for young Australians in  
need by providing long-term support for their  
participation in education

## Our belief

Every child deserves a chance

- Established in 1922
- Australia's largest education charity
- \$75.8 million annual revenue

\$45.2 m from fundraising and bequests; \$24.4 m from government; \$2.9 m from recycling operation; \$2.5 m from investment and other income; \$0.8 m from VIEW Clubs

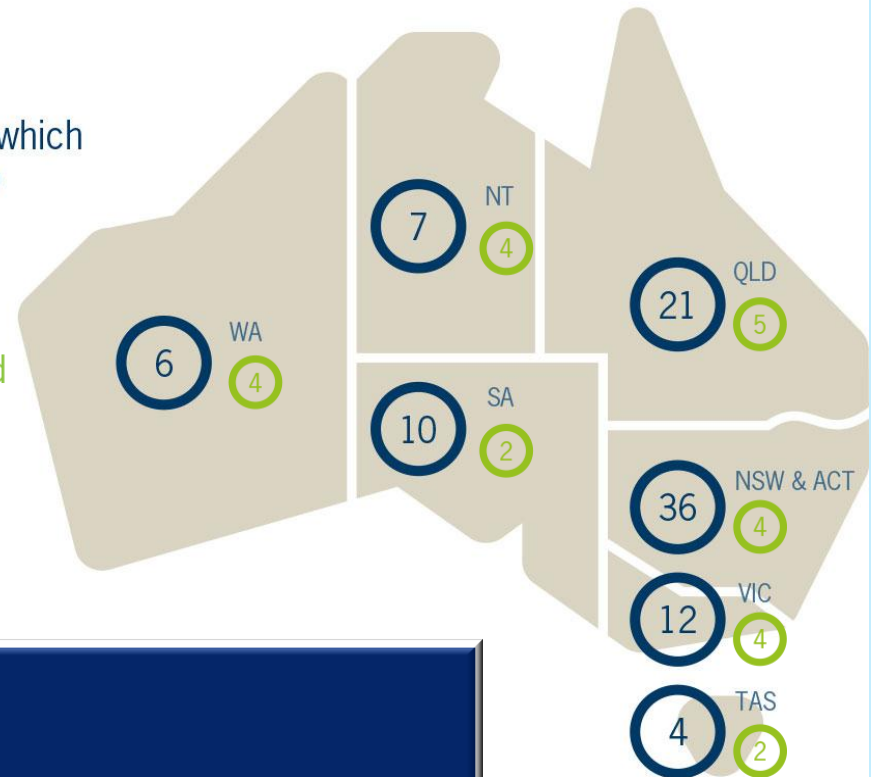
# OUR COMMUNITIES

96

Communities in which  
*Learning for Life*  
programs are  
delivered

25

Government-funded  
programs within  
communities



## OUR REACH

- 112,000 children, young people, parents/carers supported annually; 7,300 identify as Aboriginal and Torres Strait Islander peoples
- 34,000 children and young people supported by a long-term *Learning for Life* educational scholarship, and more than 5,100 of these identify as Aboriginal and Torres Strait Islander peoples

# PROGRAMS CONTRIBUTE TO SHORT AND LONGER TERM OUTCOMES

## LONGER TERM OUTCOMES

- Young people are in education, training and/or work
- Young people complete Year 12 or equivalent
- Young people stay engaged with learning

## SHORT TERM OUTCOMES

- Improved literacy and numeracy
- Improved confidence (self/efficacy)
- Improved motivation and aspiration
- Enhanced networks and relationships
- Improved knowledge/ understanding
- Improved or sustained school attendance
- Increased access to and use of community resources
- Increased parent engagement in school activities
- Improved service collaboration and integration
- Enhanced cross-sectoral partnerships

## PROGRAMS

**Programs build skills and knowledge and influence attitudes and behaviours**

## INDIVIDUAL AND FAMILY

*Learning for Life, student2student, iTrack mentoring, Learning Clubs, smArts, Careers/Post school options workshops, Let's Count, Let's Read, Tertiary Mentoring, Tech Packs, Financial Literacy*

## SCHOOL

Extended School Hubs

## COMMUNITY

*Communities for Children, Partnership Brokers, Child and Parent Centres*

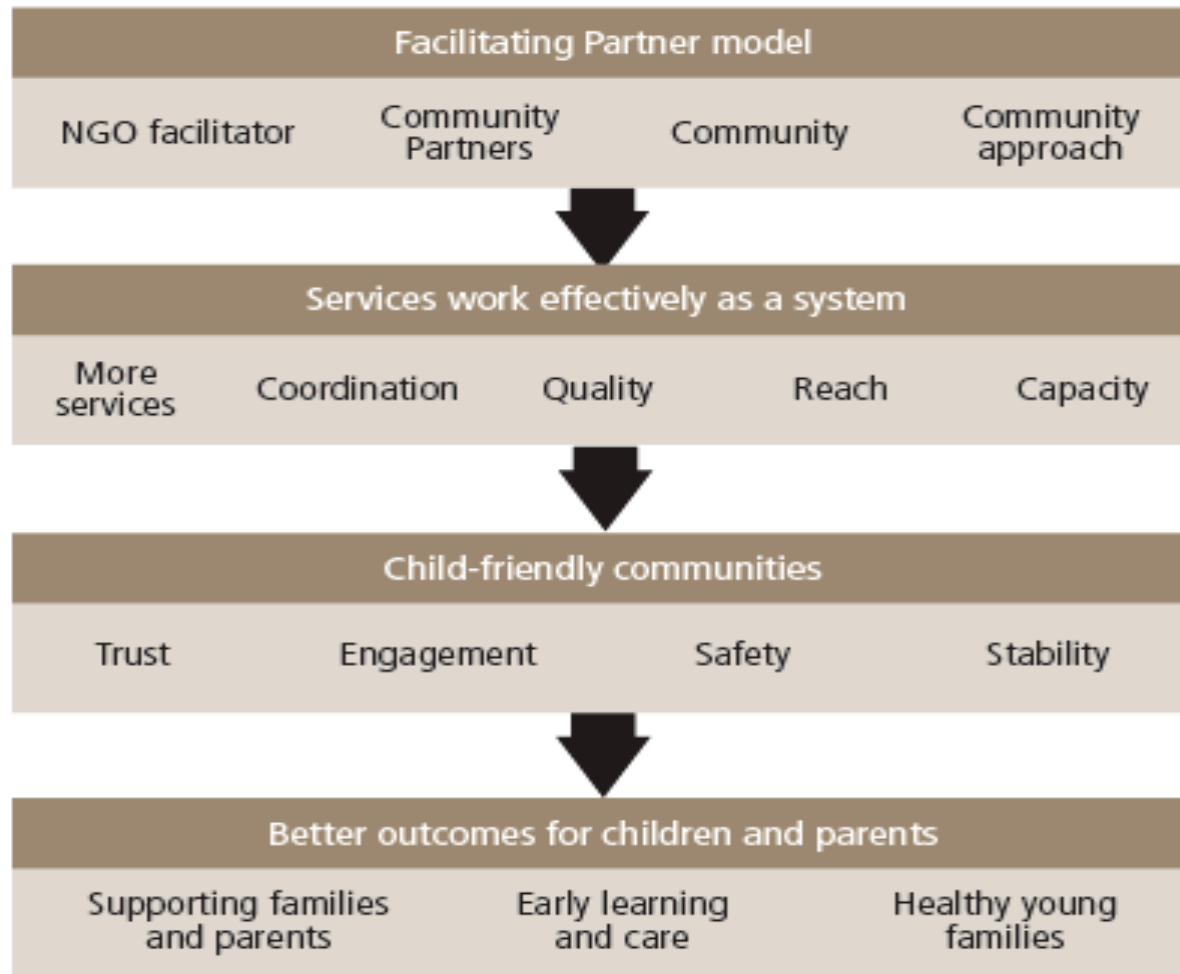
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## HISTORY OF CFC

- Significant social policy innovation in Australia, begun in 2004
- Communities for Children FP has been implemented in 52 disadvantaged communities throughout Australia
- Examples of activities being implemented under Communities for Children include: home visiting; early learning and literacy programs; parenting skills training; child nutrition programs; community events.
- All these have (potentially) a strong evidence base

# CFCFP LOGIC MODEL (AIFS WEBSITE 2010)

**Figure 1: CfC logic model**





“The logic of the CfC model is that service effectiveness is dependent not only on the nature and number of services, but also on coordinated service delivery (see Figure 1). This lead agency approach, where a non-government organisation acts as a broker in engaging the community in the establishment and implementation of CfC, differs from traditional funding models in which governments directly contract service providers. The explicit focus on funded service coordination and cooperation in communities is a unique and important aspect of the initiative.”

## EVALUATION RESULTS (IN SUMMARY)

- fewer CfC community children were living in a jobless household
- parents reported less hostile or harsh parenting practices
- parents felt more effective in their roles as parents

.For 'hard to reach' groups:

- higher levels of receptive vocabulary and verbal ability among children of mothers with Year 10 education or less;
- less hostile/harsh parenting among hard-to-reach parents;
- higher involvement in community service activities among parents in households with lower income;
- higher involvement in community service activities in households comprising mothers with Year 10 education or less;
- fewer children in jobless households across all three subgroups; and
- increased parental perception of community social cohesion reported in lower income households.

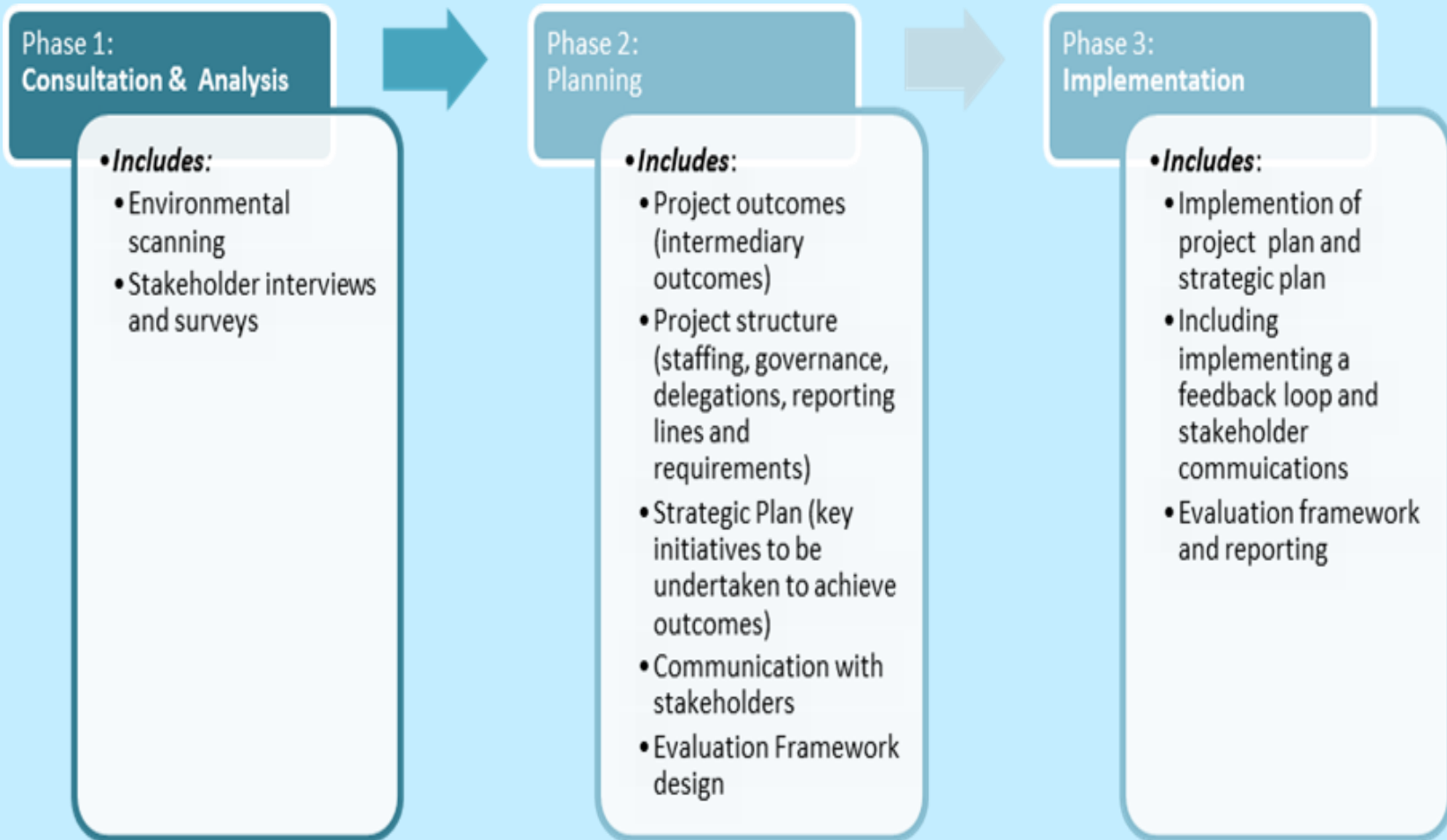
## EVALUATION RESULTS (the not so good bits)

- decreased reported mental health of mothers with Year 10 education or less;
- decreased reported general health of mothers in relatively lower income households; and
- decreased reported child physical functioning among children in all three subgroups.

# CFC SITES: SMITH FAMILY FP



# CREATING A PLAN



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# 1 COMMUNITY LEADERSHIP AND GOVERNANCE:



# EXAMPLE: CFC/BEST START IN VICTORIA

## CFC

- Federal Initiative
- Led by NFP
- Whole of Community approach
- Improving outcomes for children 0 – 5 (initially) and their families
- Improve coordination and collaboration in the local services system
- Governed in partnership approach with local community stakeholders and change agents
- Develop Strategic plan and implement collaboratively

## Best Start

- State Initiative
- Led by Local govt
- Whole of Community approach
- Improving outcomes for children 0 – 8 and their families
- Improve coordination and collaboration in the local services system
- Governed in partnership approach with local community stakeholders and change agents
- Develop Strategic plan and implement collaboratively



# BRIMBANK EARLY YEARS REFERENCE GROUP

- One common governance group
- Shared terms of reference
- Working groups more targeted to specific purposes
- Sharing of data gathering and consultation responsibilities for planning
- Joint funding of projects with one shared reporting process
- Separate plans and reporting
- Sharing cost of resourcing governance groups
- Joint planning of strategies

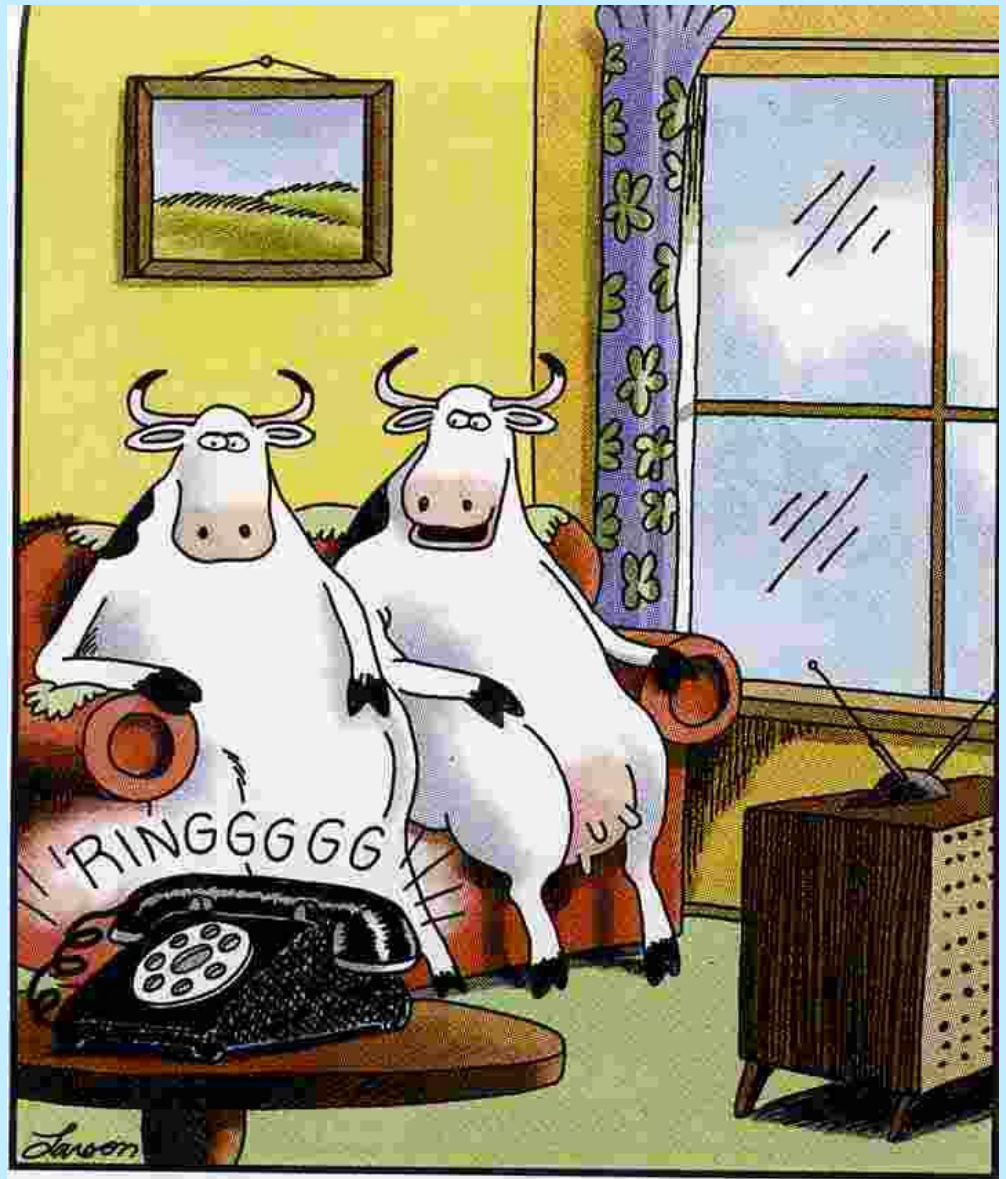
## 2 DATA DRIVEN PLANNING



### **3 *CONTEXTUAL PROGRAMMATIC RESPONSES:***

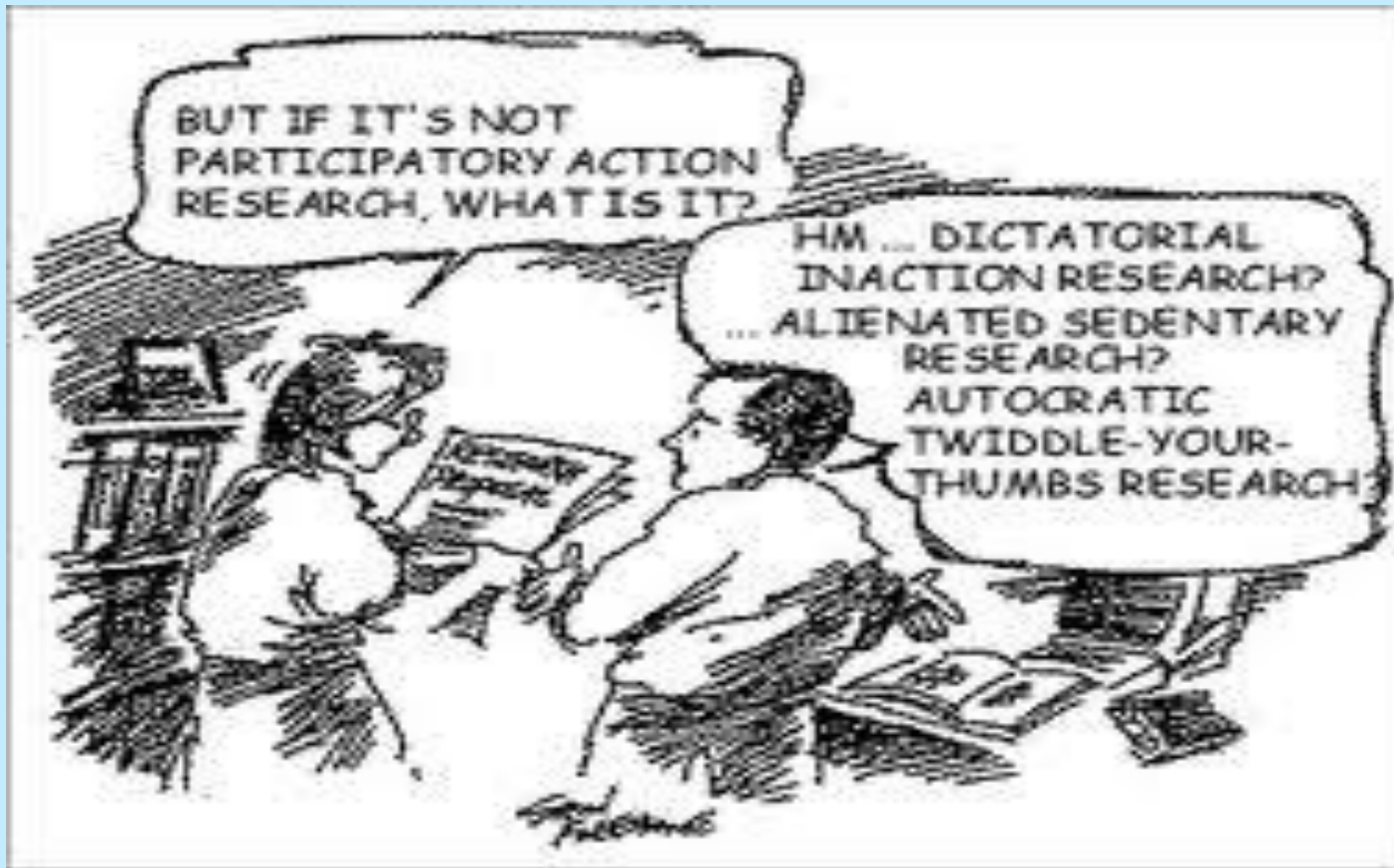
- Every community is different – programs and services need to be adapted to local circumstances and needs;
- Tricky balance with ensuring practice is based in evidence around interventions that work;
- Implement programs with fidelity – be clear about what can be adapted and what can't
- Build in 'learning loops' for innovative practice – ensure the service system has the capacity to deliver

**Innovation  
without capacity  
is of limited  
value...**



“Well, there it goes again. ... And we just sit here without opposable thumbs.”

## 4 BUILD COMMUNITY CAPACITY



## 5 ACCOUNTABILITY TO THE COMMUNITY

- Communication between service providers and users – could we explore co-design?
- Providing a forum for discussion about progress, challenges.
- Clear and transparent decision making – particularly in relation to funding decisions
- Flexible approach and continuous improvement; sharing learnings as you go.





## 6 MEASURING OUTCOMES IS VITAL



- need clear outcomes focus
- develop deliberate strategies to link systems
- the power of shared data – understanding impact

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# THE NEXT PHASE OF CFC PROVIDES A GREAT OPPORTUNITY

## **12 month transition period to revised model**

- Maintaining service continuity
- Strengthen governance and facilitation
- Strategic Planning process for 2015-2019
- Designing and planning for service delivery responses 2015-2019

## **Key Program Changes include:**

- Extension of service area
- Governance – broadening membership to ensure broad representation including parents, caregivers and local business.
- Establishment of Expert Panel to advise on evidence based programs
- Inclusion of evidence based programs in strategic and service delivery plans.
- Includes outcomes relating to school aged children
- New data collection system

# ARC LINKAGE GRANT PROJECT

## **Two year goal – using Collective Impact approach:**

- Build and test a set of structured processes and resources – a Prevention Support System.
- 5 CfC sites and 5 'BAU' sites.

## **Project Partners:**

- Griffith University
- Pennsylvania State University
- Mission Australia
- Benevolent Society
- The Smith Family
- Parenting Research Centre
- Australian Primary Principals Association
  
- Commonwealth Department of Social Services
- NSW Family and Community Services
- NSW Department of Education and Communities
- Qld Department of Education, Training and Employment
- Qld Department of Health



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