Townsville
COMMUNITY
INFORMATION CENTRE

TOGETHER
TOWNSVILLE

# Building Community & Business Partnerships: The Workbook

# FROM THE GENERAL MANAGER

At the Community Information Centre, our core business is to connect the community to supports and services available. What this looks like and how we do it has evolved over time. In 2020 and 2021 we held a series of events called Together Townsville with a vision of uniting and inspiring the business and community sectors in the aftermath of the 2019 floods and 2020 pandemic.

Together Townsville has two main outcomes we aim to achieve. The first outcome is for businesses to be more aware of the supports and services that Townsville have to offer, especially when it comes to supporting your workforce and informing your clients or customers. There is so much help available in our community, and ensuring your business is more informed and connected will help with building your resilience.

The second outcome is for business and community sectors to understand what a partnership can look like for them and how both sides of the partnership can benefit. Ideally, we want to challenge the 'Certificate of Appreciation' that is long outdated and get you to think… how do I say thank you.

Following the Together Townsville events, we held a series of workshops where we focused on understanding the value of a partnership between a business and community organisation. The feedback from these workshops was so overwhelmingly positive that we have developed this resource for business and community sectors to use when considering what a partnership looks like for them.

We hope you find it helpful as you work through this resource and if you have any questions, please don't hesitate to contact the team at the Community Information Centre.

Regards
Teresa Hudson

# INTRODUCING THE MENTORS

The 2021 Together Townsville events and workshops were supported by four mentors. Their role was to help educate and support participants to understand and establish cross-sector partnerships.

Whilst these roles no longer exist, their words of wisdom have been captured throughout this workbook to help guide you to explore the world of partnerships and identify what you have to offer.

## Teresa Hudson
General Manager
Community Information Centre Townsville

## Helen Lynn
Information Officer
Community Information Centre Townsville

## Kellie Stephenson
Founder
Support Local Townsville

## Verena Louise
CEO
Townsville Business Development Centre

**Kylie Thorley - Haus & Loft Home & Office Organiser**
**I have thoroughly enjoyed working with Helen and the CIC team through their workshop and mentorship program. Throughout this process I have learnt so much and have grown as both an individual and a business owner. Emerging from the other side has seen an increase in my skill set and some valuable connections within our community that I know will help me to continue to grow in a positive way.**

# COMMUNITY, RELATIONSHIPS, PARTNERSHIPS — WHAT DO THEY ALL MEAN?

From the outside, partnerships look easy: two entities working together to achieve a goal. But they're also a goal in their own right with a lot of moving pieces to make them work.

Before getting to that, think about your current understanding of partnerships and the concepts that underpin them.

**List three things that come to mind when thinking about the following words**

Community: _____

Relationship: _____

Partnership: _____

**What do you think comes first?**

**Community**

**Partnership**

**Relationship**

# DEFINITIONS

COMMUNITY: the condition of sharing or having certain attitudes and interests in common. (Oxford Languages).

RELATIONSHIP: the way in which two or more people or things are connected, or the state of being connected. (Oxford Languages).

PARTNERSHIP: an organisation between organisations, people, etc. to work together. (Cambridge Dictionary).

SPONSORSHIP: The act of supporting an organisation or activity, financially. (Oxford Languages).

DONATION: Something that is given to a person or an organisation such as a charity, in order to help them (Oxford Languages)

**How do these definitions match up to what you wrote on the previous page?**

**Matt Hodgson - Life Skills Queensland**

**As a direct result from the workshop our company was able to close a cross-collaboration partnership with local organisation The Oasis Townsville. The partnership is made possible by striving to reach a mutually beneficial goal to strengthen our community. In exchange for many unused new condition tools, several no out-of-pocket cost for workshops will occur across the next few months for veterans of the Townsville Community and those associated with The Oasis Townsville.**

# TIME TO REFLECT

A key part of any successful partnership is forming and maintaining relationships.

Think about past experiences where you've had a sponsorship or partnership arrangement across sectors (eg. a community organisation with a sponsorship arrangement with a business; a business rep who has an ongoing arrangement with a sporting club etc).

**Think about how you would maintain a relationship with a potential partner.**

**Have you ever been in a partnership?**
**If yes - How did you benefit?**
**If no - What held you back?**

_____
_____
_____
_____

**What would you do differently?**

_____
_____
_____

# THANK YOU IS IMPORTANT

When you are thanked in a thoughtful and meaningful way, on a personal or business level, you feel appreciated and are more likely to continue the relationship.
For an ongoing partnership 'Thank You' needs go further than something that can be perceived to be tokenistic or insincere.

**Certificates of appreciation are old-fashioned and outdated. Think of another way to show your gratitude in a meaningful way!**

**List some meaningful ways to give and receive thanks that would be beneficial to your organisation and a potential partner**

| GIVE | RECEIVE |
| --- | --- |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

**If you are a community organisation – what could you do to say thanks to a sponsor or partner that goes beyond the 'Certificate of Appreciation'?**

_____
_____
_____
_____

**<u>Dimity Bullen-Nicholas – Pack and Send Townsville</u>**
**We have collaborated with Fuel For Schools in a partnership that is beneficial to the both of us. We have a tub where we collect donations for the Fuel For Schools organisation and promote their organisation. Fuel For Schools also promotes our business to their network to help get our name out to the wider community.**

# THE PARTNERSHIP PATHWAY

The ability to create a good partnership depends on your ability to build and maintain good relationships.

Ways to help that along are:

## Networking

eg: Networking events, LinkedIn, Social Networking

- Create Awareness
- Be Consistent
- Listen & Learn
- Don't Sell

## Donor / Customer

eg: Invitation to buy tickets to event

- Establish Credibility
- Successful Delivery
- Follow Up

## Contact

eg: Introduction, Business Cards & Follow Up

- Build Awareness
- Professional Approach
- Support Material

## Sponsorship

eg: Larger value commitment - table at event

- Build Relationships
- Identify Beliefs
- Deliver & Follow Up

## Partnership

eg: Multi year partnership agreement

- Expand Relationship
- Co-Designed Agreement & Mutual Obligation

# WHAT MAKES A GOOD PARTNERSHIP?

**People bring their own strengths, skills and knowledge to any partnership. Finding a partner whose skills complement yours can make for a stronger and more resilient outcome.**

**Complementary Strengths**
Successful partnerships are built through differing skillsets and personalities. Having different strengths means each partner can focus on what they are good at and trust the other to shine in their area.

**Shared values/vision**
A shared vision is the basis of your partnership. Disagreements and differences of opinion will occur, and honest efforts at compromise are key to resolving them.

**Defined roles & limitations**
Understanding each partner's responsibilities and what things need consensus will provide the groundwork for resolving disagreements. It also helps to identify skill gaps that may need to be filled.

**A goal-setting system**
This system should cover both individual and partnership goals. It needs to outline a process to meet regularly to set goals and identify the steps, accountabilities and timeframes for completing them.

**A conflict resolution strategy**
Conflict resolution should be part of the partnership routine. Start by creating a communication schedule and a judgement-free space. It may also help to have a neutral arbiter, such as an external consultant.

**An exit strategy or sustainability plan**
Partnerships may or may not have defined timeframes. Create a way to terminate the partnership agreement in a way that is fair to all parties or to continue long-term.

(Adapted from https://alloysilverstein.com/6-elements-good-business-partnership/)

**It's easier to have the hard conversations when you like each other. Troubleshoot your potential problems and agree on a way to sort them out if they pop up.**

# OUR PARTNERSHIP — WHAT DO YOU HAVE TO OFFER?

Use these prompts to outline who you are and what you have to offer a partnership.

## What are your goals?

## What are your values?

## What is your type of organisation?

- Sole trader ○
- SME ○
- Large Corporation ○

## What are your Products/Services

## Geographical Reach

- Local ○
- State ○
- National ○
- International ○

## What is Your Focus/Special Interest

## Organisational Maturity

- Start-up ○
- 3-5 years ○
- Established ○
- Going through renewal ○

## What would be your Deal Makers?

## What are your Deal Breakers?

# YOUR IDEAL PARTNER - CREATE AN AVATAR

Use these prompts to help you identify/create your ideal partner.

## What are their goals?

## What are their values?

## What is your type of organisation?

- Sole trader ○
- SME ○
- Large Corporation ○

## What are their Products/Services

## Geographical Reach

- Local ○
- State ○
- National ○
- International ○

## What is their Focus/Special Interest

## Organisational Maturity

- Start-up ○
- 3-5 years ○
- Established ○
- Going through renewal ○

## What possible objections?

## What possible counterpoints?

## LAYING IT OUT

Even with the firmest fundamentals, there's no guarantee of smooth sailing. Disagreements and miscommunications will occur.

Here are a few ways to minimise the chance of misunderstandings becoming something more problematic.

**Discuss your boundaries and expectations**
Sets the benchmark and provides something to refer back to if things aren't being completed.

**Say no when it's warranted**
It's easy to feel pressured by your partner into accepting responsibilities that are outside your remit. Don't do that. Make sure to say no if a task is outside of the set boundaries.

**Confirm all conversations via email**
Following up after conversations with email creates a paper trail that provides something to refer back to and also helps to clarify next steps.

**Proposals in writing**
Writing out proposals provides clarity and again helps to create the partnership bible that outlines what's happening.

**Defining regular contact and how**
Regular doesn't mean frequent. But it does mean setting up a firm timetable so that everyone knows when they're going to have to front up. Also, determine whether it's going to be in-person, online or via writing – and redundancies if someone isn't available at the agreed time.

**Importance of redundancy and succession planning**
There's never a guarantee that the same people will be in place in a business or organisation long-term, so making sure clear hierarchies and pathways of communication are in place will ensure the partnership has an avenue to persist long-term.

**Set a time/date to review your agreement**
Don't leave your agreement open-ended. Set some timelines that give each party the chance to reflect and review how the arrangement is working for them. This helps to maintain a respectful relationship and the ability to make changes if needed.

**A 'NO' is just as important as a 'YES'! It is not a reflection** on you or your organisation, and it frees up both parties **to move on and find a better 'fit'.**

# PARTNERSHIP AGREEMENT

**PURPOSE OF AGREEMENT**
(including names of both organisations)
Eg. This Partnership Agreement sets out the terms of understanding between xxBUSINESS NAMExx and xxORGANISATION NAMExx to deliver a Community Collaboration Partnership.

**BACKGROUND**
A short introduction to each organisation and the motivation for entering the partnership.

**ROLES AND RESPONSIBILITIES**
Outline in detail the defined roles to be undertaken and the responsible party within those roles.

**AGREEMENT REVIEW AND CONFLICT RESOLUTION**
Detail when and how the agreement will be reviewed, and the process for resolving any issues that arise along the way.

**DURATION**
Make a statement about the length of time the agreement will be in place, and if/how it can be modified. Include the 'if', 'when' and 'how' of the termination of the agreement.

**CONTACT INFORMATION**
Details of contact name, address, phone and email for each party for the person responsible for the agreement being carried out.

**SIGNATURES AND DATES**
Signatures and dates of the agreement should be included at the end of the document.

**Use these guidelines to form your agreement**

# YOUR PERFECT PITCH - TIME TO BRING IT ALL TOGETHER
# FOCUS QUESTIONS

## What's your project vision?

## What are you/your business or organisation looking for in a project partner?

## What do you/your business or organisation have to offer as a project partner?

## How would both parties benefit from working together on this project? (Be specific)

## Make your pitch in 250 words or less.

# NOTES

TOGETHER
TOWNSVILLE
NETWORKS

The ULTIMATE network opportunity!
join us for a relaxed and interactive catch up where you can build limitless cross sector relationships.

1st Wednesday of every month
8:30-9:30am

Featuring an introduction to the
CIC Member of the Month

Register Here


# Acknowledgement of Country

We would like to acknowledge the Bindal and Gurambilbarra Wulgurukaba Peoples as Traditional Owners of the land on which the Community Information Centre Townsville operates. We pay respect to Elders past, present and future and value the traditions, cultures and aspirations of the First Australians of this land.

## CONTACT US


**Address :** 280 Flinders Street, Townsville City, 4810

**Phone :** 4727 9730

**Website :** www.cictownsville.com.au


**Follow Us on Social Media :**

**Our Hashtags :** #doyouknowtownsville #togethertownsville


The Community Information Centre is supported by the Townsville City Council.

Together Townsville is jointly funded under the Commonwealth/State Disaster Recovery Funding Arrangements 2018

*'Although funding for this product has been provided by both the Australian and Queensland Governments, the material contained herein does not necessarily represent the views of either Government'.*


Queensland Government

City of Townsville