



Hello, Fawkner!

CELEBRATING FAWKNER

Hello, Fawkner!

Building community leadership, cohesion and connection in Fawkner.

Introduction

Hello, Fawkner! (HF) was established in 2018 with funding from the Australian Government Department of Social Services (DSS) and supported with additional funding from the Victorian Government and Moreland City Council. A four-year project of Merri Health, HF aimed to improve social cohesion, connection and respect for diversity in the multicultural suburb of Fawkner, located in the north of Melbourne.

The suburb of Fawkner is extremely culturally diverse, with many migrants, including those from Italy, Pakistan, Lebanon and India. 47.4% of people in Fawkner were born overseas, compared with 33.8% in Greater Melbourne. Between 2011 and 2016, the population of Fawkner changed significantly, with an increase in migration from Pakistan (↑4.8%) and India (↑1.7%), and a decrease in older migrants from Italy (↓3.9%). In 2016, 9.7% of the Fawkner population was born in Italy and 9% born in Pakistan¹. The population of Fawkner has changed considerably over recent years, and with this change has come many social, economic, and environmental challenges.

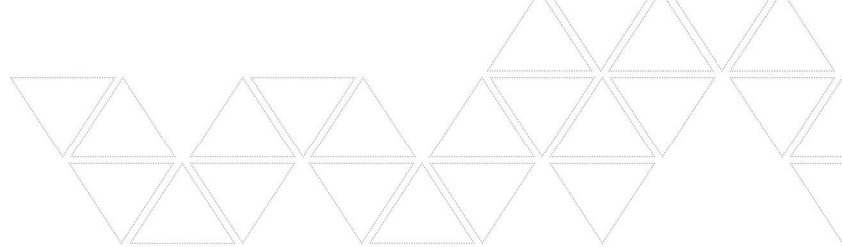
HF was undertaken in response to research and community stories indicating many residents of Fawkner, particularly new migrants, experience disadvantage, isolation and discrimination. HF was designed to address these issues through its objectives of increasing community leadership, social connections and respect for cultural diversity in Fawkner.

Project Overview

HF had a strong focus on building community leadership and the capacity of residents to develop, implement and share initiatives that strengthen their community. The project consisted of four key initiatives:

1. **The Great Idea Program:** A leadership program supporting community-led initiatives
2. **The Harmony Day Party Program:** A small grants for community-led celebrations
3. **The Fawkner Times e-newsletter:** An online community newsletter
4. **The Fawkner Times newspaper:** A printed community newspaper

¹ Australian Bureau of Statistics (2016)



This report provides an overview of the four HF initiatives spanning from 2018-2022, including the activities delivered, the people involved, key achievements, and the impacts they have had on Fawkner residents².

Overall reach

Between 2018 and 2022, across all four initiatives (as well as associated community engagement activities), HF had the following reach in the Fawkner community³:

- 484 participants
- A direct reach of 16,550
- An indirect reach of 14,815
- 166 community-led events supported
- Over \$90,000 provided directly to community

The Great Idea Program

The Great Idea Program (TGIP) aimed to build community leadership, social connection, cross-cultural connection and respect for diversity in Fawkner. By supporting teams of Fawkner residents to undertake community-led projects, the program increased the agency and capability of participants, as well as their connection, mobility and support within the Fawkner community.

Since its establishment in 2019, the program supported twelve teams of Fawkner residents to develop and implement local projects across four separate implementation rounds.

The model

TGIP utilised a participatory, locally led placemaking model. Through this model, project teams were provided with small grants as well as guidance and mentorship from Merri Health's HF team to bring their project ideas to life. Recognising its potential and value to generate more sustainable impacts on the wellbeing of residents, this model was favoured over a more traditional 'service delivery' model.

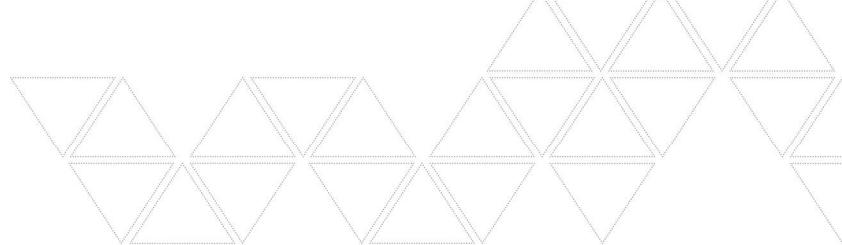
Each round of the program involved; an application process, a selection process, planning and budgeting support for project teams, training and development support for project teams, delivery of the projects by Fawkner residents and evaluation.



Participants of TGIP

² Reports are available for each of these four programs, which go into more detail about their delivery and evaluation. Contact the CW team (details on last page of this report).

³ Some Fawkner residents participated in more than one program, and so will be counted more than once in the data.



Application process

The HF team engaged Fawkner-based providers to develop promotional materials for the program. In round one, they engaged a graphic designer to develop a flyer, which was circulated to the Fawkner community via social media (Facebook, Viber, WhatsApp), The Fawkner Times e-newsletter, and community events such as the Fawkner Festa and the Be Merri Festival. In round two, they engaged a filmmaker to develop a film for use on social media and in The Fawkner Times newsletter, which profiled the 'Cook Dine and Shine' project (from round one of TGIP). Due to COVID-19 lockdowns, round three and four of the program was promoted largely via social media, as well as The Fawkner Times newspaper and e-newsletter.

In the first two rounds of the program, teams of two were eligible to apply for grants, while in round three and four this was expanded to include individuals and groups of two or more.

To apply for the program, applicants were required to write a summary of their idea (300 words) and describe why they thought their idea would make Fawkner an even better place to live (300 words).



Participant of TGIP with their community pantry.

Selection process

In round one, the HF team invited a selection panel of Fawkner residents and Merri Health staff to review the applications and to outline:

- 1) What they liked about the idea
- 2) How they thought it would make Fawkner an even better place to live
- 3) Anything they did not like about the idea

Panelists were then asked to rank the ideas based on what would most benefit the Fawkner community. The HF team then reviewed each panelist's responses and rankings to determine a shortlist of projects. These project teams were followed up with a phone call to confirm they were a good fit for the program.

"Without the funding provided and the constant willingness to help from our project managers we really don't believe this project would have ran so well. The best part is this project was the first stepping stone for our project to continue, hopefully growing into something larger!"

For rounds two, three and four of the program, selection panels involving only Fawkner residents were established, including participants from previous rounds. Panel members represented diverse cultural backgrounds of people living in Fawkner. The intention of this was to increase the level of community control and agency over the program, and ensure projects appealed to culturally diverse members of the Fawkner community. Round one and two panelists attended the Merri Health Offices to review applications, whereas due

to COVID-19 restrictions, rounds three and four panelists reviewed the applications online using Survey Monkey.

Project support

Each new team was allocated a 'support person' from the HF Team at Merri Health. This staff member's role was to support teams with project planning, budgeting, community/stakeholder engagement, and project promotion.

In the first round, the three project teams met together with the support person to trouble-shoot, collaborate and provide support to each other. During the second round, one-on-one meetings occurred with each project team and the support person to ensure teams had more structured support and guidance. Due to COVID-19 lockdowns and restrictions in 2020 and 2021, much of the support for Rounds 3 and 4 took place using online platforms. A 'Participant Agreement' was also introduced to clarify key roles and responsibilities of program participants and Merri Health staff.

"The thing I love about the Great Idea Program is how it really supports Fawkner and helps bring the community together from all social and cultural groups."



A participant of TGIP who ran arts-based activities for young children

Project funds

Project teams received between \$2500-\$5000 funding depending on the nature of their project. They were supported to develop a budget outlining how they intended to use their project funds, which was approved by a Merri Health staff member. Project teams also signed a brief 'Funding Agreement' before they received their project funds. To minimise the administration burden on participants, teams were provided with their allocated funds in the form of pre-loaded credit cards⁴ or through Merri Health invoicing processes where possible.

At the end of the program cycle, teams were required to provide a signed Statutory Declaration confirming they had spent their budget in

line with the signed Funding Agreement.

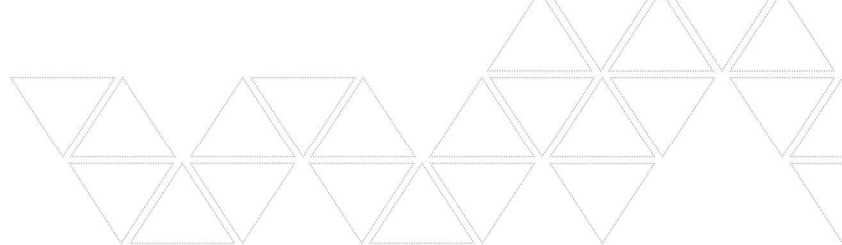
Training & development

Participants were also provided with an individual training budget to spend on skills training and other development opportunities to support the successful delivery of their projects. Some of the training and development activities undertaken included smartphone photography, book-keeping, food handling, memberships to online learning platforms such as 'Masterclass' and 'The Social Difference', business and IT.

Round	Applications	Projects selected	Project budget per team	Training budget per participant
1	12	3	\$5,000 (plus \$2,000 from Moreland City Council)	Unspecified / as requested
2	8	2	\$5,000	\$1,000
3	13	4 ⁵	\$2,500 or \$5,000	\$700
4	14	3	\$2,500 or \$5,000	\$700

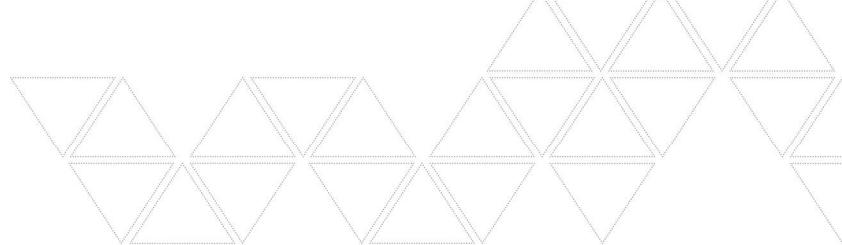
⁴ Preloaded gift card suppliers included Universal Gift Cards, Australia Post pre-paid Mastercards and Officeworks EFTPOS/Mastercards.

⁵ Due to unforeseen circumstances, one Round 3 team postponed their participation to Round 4.



Meet the teams

The Team	The idea & achievements
Cook Dine & Shine Zavi & Sana	<p>Zavi and Sana aimed to bring women and girls from Fawkner together through food and cooking masterclasses. They believed that by bringing a group of culturally diverse people together to cook, eat and socialise, they would have greater opportunities to appreciate different lifestyles, traditions and a variety of food. It was hoped that these experiences would help to bridge cultural differences. The team have run five events and engaged over 350 women from diverse cultural backgrounds in their cooking classes. They also received a 'High Commendation' from Moreland City Council for the 'Honouring Women in Moreland' award.</p>
Fawkner Wholefoods Collective Sam & Katherine	<p>Sam and Katherine established a business which would sell local, ethically produced, pesticide-free products. Their philosophy was that customers could buy as little or as much as they want, using their own containers to avoid unnecessary packaging. The aim was to provide Fawkner with affordable food that is kind to their health and the planet.</p> <p>Since inception, the team developed a community-run committee of management, have held 37 events and markets, and reached approximately 900 people. The Fawkner Wholefoods Collective is now an established enterprise in Fawkner.</p> <p>Visit their website: fawknerwholefoodscollective.com.au</p>
Of Fawkner Domenica & Ben	<p>Domenica and Ben aimed to create an online collective to explore the people, food and culture of Fawkner through storytelling. Their first project was a campaign for Fawkner residents to share recipes from different cultures.</p> <p>Since inception, the pair attended a local community festival to collect over 50 community recipes and engaged more than 250 people in their online recipe sharing and community building platform.</p> <p>Visit their website: facebook.com/offawkner</p>
Mums, Dadz and Bubz Claire & Alex	<p>Claire and Alex's idea was to establish fun, affordable exercise and dance class for new parents and babies in Fawkner. This class aimed to give parents the chance to work out whilst incorporating their little one. Due to COVID-19 restrictions, the team adapted their concept and instead provided monthly social events for parents and their children, with a variety of activities.</p> <p>Since inception, the team have run two online and in-person events and engaged around 60 people in their community activities for families of Fawkner.</p> <p>Visit their website: facebook.com/mumzdadzbubz</p>
STEM Catalyst Faiza & Thasleem	<p>Faiza and Thasleem provided opportunities to families to learn and explore the wonders of science together in fun, creative and exciting ways. Their sessions allowed people of all ages to come together and enjoy hands-on, fun-filled activities.</p> <p>Since inception, the group held 12 online and in-person events and engaged over 700 people in their science activities - as well as securing multiple opportunities with Local Government to deliver sessions with community. The team has also secured additional grants to support their project activities and won the prestigious 'Honouring Women in Moreland' award in 2021 for their achievements.</p> <p>Visit their website: stemcatalyst.com.au</p>



<p>Antfarm</p> <p>Sofia & Alana</p>	<p>Sofia and Alana developed an interactive arts piece, with a focus on ants!</p> <p>Since inception, the pair have displayed their artwork at seven events at a local community garden, which was attended by 519 community members and incorporated artwork by other residents. Since their participation in TGIP the Antfarm team have secured funding from Moreland Council and continue to hold events which showcase their works in Fawkner.</p> <p>Visit their website: vados.com.au/ANTFARM.htm</p>
<p>Promoting Fawkner</p> <p>Paige, Bailey & Monique</p>	<p>Paige, Bailey and Monique are passionate about supporting local businesses in Fawkner with online advertising and promotion support following the COVID-19 pandemic and lockdown.</p> <p>Since inception, the trio have supported three businesses in Fawkner (including fellow TGIP participants STEM Catalyst) through numerous videos and promotional activities.</p> <p>The team won a Moreland Award in 2021 for the category 'Youth Contribution'.</p> <p>Visit their website: untitledcreations.com.au</p>
<p>Fawkner Chess Gathering</p> <p>Stephan</p>	<p>Stephan will be holding an event to bring the Fawkner community together through enjoyment of the game of chess. This event was delayed due to unforeseen circumstances and is planned to take place in late 2022.</p>
<p>Mommy Study Buddy</p> <p>Rafia</p>	<p>Rafia created a support program for mothers who wanted to study with a group. Held at the Fawkner Neighbourhood House, mothers take care of each other kids on rotational basis. Participants bring study material, such as medical licensing exam materials, and volunteers are welcomed.</p> <p>So far Mommy Study Buddy has held one event and has supported approximately 10 residents.</p>
<p>Fawkner Marketplace</p> <p>Sarah & Mariyam</p>	<p>Sarah and Mariyam created a Fawkner Marketplace where people can sell, shop, share, swap, socialise and advertise. With COVID-19 creating many challenges for local businesses, they want to help by creating 'yellow pages' of their own, where people can also get together and celebrate as a community.</p> <p>They have so far held two marketplace events, which have attracted over 2000 people. They have created valuable connections with Moreland Council and other residents from many different cultures in Fawkner. They are planning to hold more markets later in 2022.</p> <p>Visit their website: m.facebook.com/events/1338193083305980</p>
<p>Fawkner Community Pantry</p> <p>Mary</p>	<p>Mary has been a Fawkner local for over 10 years. During COVID-19, she decided to help the community by creating a free Community Food Pantry outside her house. The pantry is a place where there is free food for people to take when they need and give when they can. There is also a free street library for everyone to use.</p> <p>During the program Mary has become a not-for-profit organisation and connected with previous TGIP participant Alana (Antfarm) to build a beautiful pantry.</p> <p>So far more than 600 people have visited and supported the pantry.</p> <p>Visit Mary's website: facebook.com/mezbono</p>
<p>Made in Play</p> <p>Shu-Jen / Stephanie</p>	<p>Shu-Jen/Stephanie facilitated a series of creative sessions for children 0-5 that explored the playful and explorative nature of children's art.</p> <p>Shu-Jen has so far held 9 events (including one at the Fawkner Marketplace) and reached over 315 residents.</p> <p>Visit the Made in Play website at: m.facebook.com/Madeinplay.events</p>

Program participation & reach

Since its inception in early 2019, TGIP has had significant reach into the Fawkner community, outlined below. It is anticipated that many more residents will benefit from the program in future years, given several of the projects have been scaled up and are continuing with the support of other fundings sources and structures.

Type of reach	# people
Participants (TGIP teams and selection panel)	51
Community events (events run by project teams)	76
Direct reach (event attendees)	5,622



A 'Fawkner Marketplace' organised by TGIP participants and attended by over 2000 people.

Demographics

Below are the demographics of participants across all four rounds of TGIP (n=21).

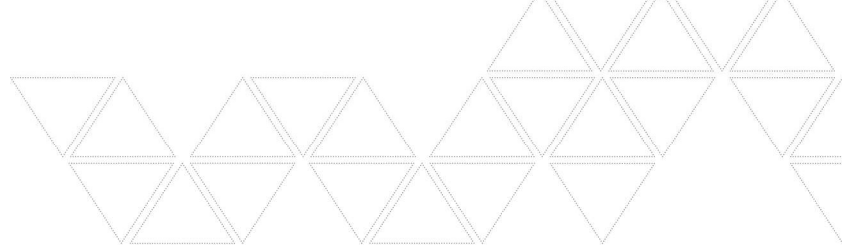
- 100% were Fawkner residents.
- Ages ranged from 22-51, with the average age being 37.2.

This following data was recorded for Round 4 participants only (n=5).

- 91.5% described their gender identity as 'female' or 'woman', and 8.5% as 'male' or 'man'.
- No one identified as Aboriginal or Torres Strait Islander.
- Participants identified their countries of birth as Pakistan, Australia, India, Egypt and Philippines.
- Participants in Round 4 described their cultural background as Asian, Greek, South Indian, Filipino.
- Participants identified their language/s spoken at home as Arabic, English, Greek, Urdu, Tagalog, Spanish.
- 50% identified their year of arrival in Australia as 2011-2016, 25% as 2016-2022, and 25% as before 2011.
- 80% identified their sexual identity or sexuality as 'heterosexual or straight' and 20% 'prefer not to say'.
- No one identified as having a disability.

Impacts & outcomes

To determine the effectiveness of the TGIP, regular evaluation was undertaken, including a survey of the participants in each round of the program. The survey was administered at the start and end of the program to explore its impact across the three objectives: 1) community leadership; 2) social connection; and 3) cross cultural connection and respect for diversity. The table below outlines the proportion of participants who strongly agreed with a particular statement at the start of the program compared to the end, indicating that the program had a positive impact across all key areas.



Obj.	Statement	Start (%)	End (%)
1	I know of people / organisations / groups in my area that can help me deliver a project in Fawkner (n=21)	29	57
1	I have all the resources I need to do a project in my community (n=21)	14	38
1	I know how to get people involved in community projects (n=21)	29	47
1	I am often involved in community projects (n=21)	29	47
1	I feel confident I can start a project in my community (n=21)	76	90
1	I have the skills I need to do a project in my community (n=21)	71	86
1	There are ways I can contribute to community issues that are important to me (n=21)	76	81
1	I feel community leadership is important for Fawkner (n=21)	95	90
1	I know people at council I can talk to about implementing a project in my community (n=21)	10	29
1	Participating in this program has increased my ability to be a leader ⁶	-	60
2	I know a lot of people in Fawkner (n=21)	33	47
2	Being involved in this program has increased my social connections and networks. (n=5) ⁷	-	80
2	Since being involved in this program, I have an increased sense of belonging to my community.*	-	60
2	I have opportunities to be involved in community projects and initiatives. (n=5) ⁷	-	60
3	I find it easy to meet people in Fawkner who are from a different social or cultural group to mine (n=21)	38	62
3	I know a lot about the culture/traditions of people in Fawkner who are from different social or cultural groups to mine. (n=5) ⁷	60	80
3	I feel confident to communicate with people from different social or cultural groups to mine. (n=5) ⁷	100	100
3	As a result of this program, I have an increased knowledge and appreciation of different communities. (n=5) ⁷	-	60

⁶ These questions were only asked of Round 4 participants (n=5). Some pre-survey responses are blank, as questions were only asked in post-survey.

The Harmony Day Party Program

The Harmony Day Party Program (HDPP) was developed as a way of empowering residents to celebrate Fawkner's cultural diversity with their friends and neighbours. Instead of organising one central Merri Health party, the HF team developed a 'microgrants' program to enable Fawkner residents to host their own parties in their local neighbourhood. The HF team recognised this would reach a larger number of residents, create more sustainable outcomes, and provide leadership opportunities for interested community members. HDPP was delivered over four rounds between 2019 and 2022.



Participants of HDPP

Application & selection

Community members were invited to apply via an expression of interest process, initially by phone or email (round 1) and subsequently via Survey Monkey (rounds 2, 3 and 4). Party hosts were selected on a 'first-come, first-served' basis, and as positions filled quickly, a waiting list was created for each round.

Microgrants

Party hosts were provided with \$100 in the first, second and fourth rounds, and \$200 in the third round⁷. The funds were distributed to hosts in the form of pre-loaded gift cards⁴, which they used to purchase event supplies such as decorations, food/catering, and activity materials, as well as to cover the costs of promoting the event, such as printing of flyers and invitations.

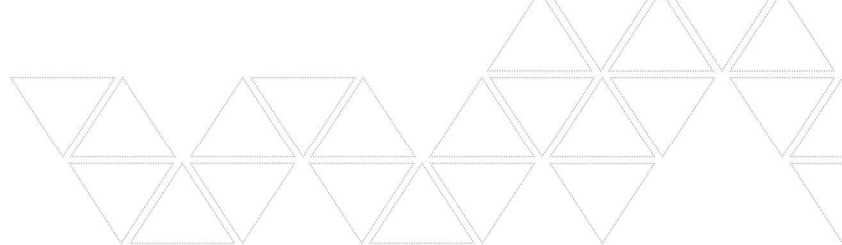
The events & parties

A total of 90 Harmony Day events were hosted by Fawkner residents in the month of March across the four years. Events included barbeques, picnics, school activities, passata-making, Ramadan celebrations, movie nights and more. Events were held at neighbourhood houses, parks, community gardens, schools, front yards and other locations across Fawkner. Some events were large, involving a whole street or community group, while others were smaller and involved only a few friends and family members. A total of 2570 people attended Harmony Day parties across the four rounds.

"I learned that having a friend from a different country and different culture that gave you a chance to learn new things in your life"

Round	Time period	Amount	# of grants	# of parties	# attendees
1	March 2019	\$100	17	17	873

⁷ To reduce administrative burden to staff during COVID-19, less grants were offered with increased funds of \$200 per host.



2	March 2020	\$100	50	17	315
3	March 2021	\$200	25	29 ⁸	818
4	March 2022	\$100	27	27	564

Demographics

The following demographic information was collected in a survey of Round 4 hosts:

- 70% were aged between 35-44 (n=27)
- 85% identified as women (n=27)
- None identified as Aboriginal or Torres Strait Islander (n=27)
- 62% spoke English at home, and 65% spoke Urdu. 38% spoke other languages including: Sindhi, Bengali, Punjabi, Hindi, Telugu, Russian and Chinese (n=26)
- 50% were born in Pakistan and 15% in India. 27% were born in other countries such as the UK, Bangladesh, Qatar, Malaysia and Russia. 8% were born in Australia (n=26)
- 73% came to Australia in 2016 or before (n=26)
- 43% of respondents identified as 'heterosexual or straight' and 29% 'prefer not to say' (n=23)
- 88% did not identify as having a long-term health condition, impairment or disability that restricts their everyday activities (n=26)



Participants of HDPP

Evaluation

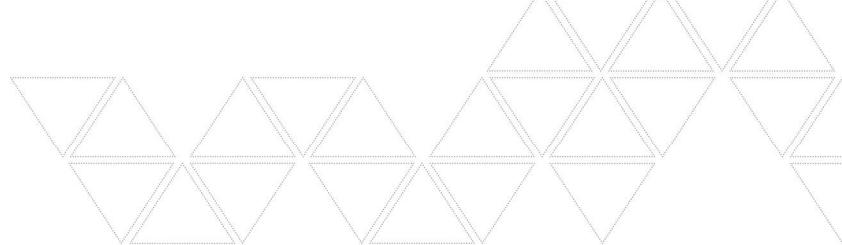
The following methods were utilised to evaluate the implementation and impact of the HDPP:

- Participants shared a photo and story about their event
- Participants recorded the number of participants at their event
- The HF team conducted 17 interviews with event organisers from round one
- The HF Team conducted three group interviews with 18 participants from round one and two
- 25 participants from round three and 27 participants from round 4 completed a survey

Results

- 80% said they learnt new skills through planning and hosting their party (n=52)

⁸ Number of grants differs to the number of parties in round 2 and 3, due to COVID-19 restrictions. Four parties which were funded for Round 2 took place in March 2021.



- 93% 'agreed' or 'strongly agreed' that '*participating in The Party Program has increased my ability to be a leader*' (n=27)⁹
- 75% said they learned about new cultures and traditions (n=52)
- 85% 'agreed' or 'strongly agreed' that '*as a result of The Party Program, I have increased knowledge and appreciation of different communities.*' (n=27)¹¹
- 74% 'agreed' or 'strongly agreed' that '*being involved in the Party Program has increased my social connections/networks.*' (n=27)¹¹

The Fawkner Times e-newsletter & newspaper

The Fawkner Times (TFT) was a community publication comprised of two formats: a monthly e-newsletter and a printed newspaper. The original purpose of the publications was to provide a mechanism for communicating with Fawkner residents about programs and opportunities, and promote messages relating to Merri Health's health promotion priorities. It also aimed to provide a mechanism for diverse Fawkner community members to share their stories and experiences with each other, as well as opportunities for community leadership. Both forms of the publication included articles, interviews and information about Fawkner residents, community groups, events and activities.

Distribution & reach

a) The e-newsletter

The e-newsletter was distributed monthly and began with a subscriber list of 109 people whose details were gathered at various Merri Health community engagement activities such as The Community Grocer, the Fawkner Festa, and a survey of Fawkner residents¹⁰. A total of 58 editions were distributed monthly between November 2017 and June 2022. Articles were written by both community members and members of the HF team at Merri Health.

Over its life, the subscriber list of the e-newsletter grew by almost 600 per cent, and currently includes close to 600 people. The e-newsletter has 33% opens on average, which is very good according to industry average.

b) The newspaper

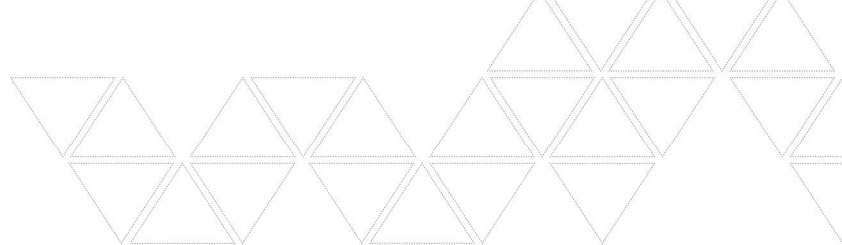
Media consultant Papermill Media was engaged to facilitate the development of three editions of the newspaper - including interviewing residents, writing articles, taking photos, coordinating translations into community languages, organising layout, printing and distribution. The three editions were distributed directly to Fawkner households and community pick-up points in May 2019, November 2019 and August 2020.



The Fawkner Times is filled with local news, events, people, and opportunities to get involved in Fawkner. We've included a story about local a 'spoonville' community, a community library and pantry, two pieces by local Fawkner residents, a local community music school with a social enterprise vision, and some exciting events that Fawkner Neighbourhood House is hosting online. We hope you enjoy!

⁹ Asked of Round 4 participants only (n=27)

¹⁰ The e-newsletter was originally called 'Hello, Fawkner!' when it began in 2017.



A total of 7,500 copies were distributed in Fawkner, including households and community pick-up points such as the Fawkner library, Leisure Centre, and local businesses. The printed publication was an important medium for directly reaching those Fawkner residents that were not able to engage with our online communications, such as older residents. All editions were also published in a digital format and available on the Merri Health website and social media pages.

Community voice & contributions

A key component of both publications was contributions by community members from diverse cultural backgrounds, which included recipes, poems, and articles, as well as a one-off 'kids edition' during the COVID-19 lockdowns. The publications also provided an opportunity to

promote and encourage residents to get involved in other aspects of HF, such as The Great Idea Program and The Harmony Day Party Program. Contributions in languages other than English were encouraged.

A total of 234 community contributions were made to the e-newsletter, many of whom were people who had never previously written an article.

In addition, a total of 71 community members contributed to the development of three editions of The Fawkner Times newspaper, including articles and profiles on community-led events.

"As an immigrant in Australia, I've gained confidence and improved my writing skills in English a lot. I always loved to write and dreamed to write to a newspaper and The Fawkner Times was a wonderful opportunity for me! I also gained a strong sense of community through the e-newsletter, I've connected with my neighbours who read my articles and I'm now much more involved in my community"



Readers of The Fawkner Times e-newsletter

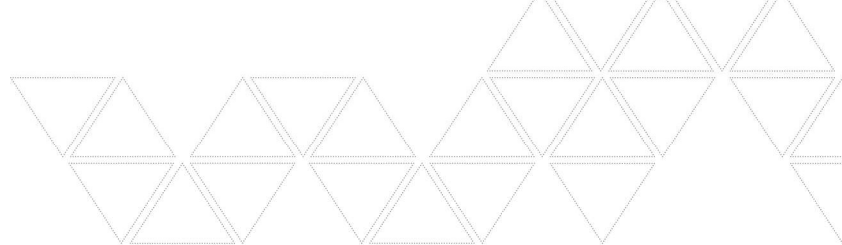
The HF team engaged community voices in the printed form of the publication by running a 'newspaper naming' competition at 'The Fawkner Festa' community festival in November 2018. In total, 90 Fawkner residents submitted their ideas for a name of the newspaper. Community members voted to name the paper 'The Fawkner Times' via a poll promoted in the e-newsletter.

Demographics

Surveys undertaken with readers of both publications showed:

E-newsletter	Newspaper
71% were aged between 25 and 44 (n=61).	
53% identified as a woman and 11% identified as a man. (n=61)	73% were aged 25-44 (n=55)
73% spoke English at home, 42% spoke Urdu, 10% spoke Italian (n=60)	25% only spoke English, 49% spoke Urdu, 11% spoke Arabic and 9% spoke Italian (n=55). Readers also spoke Greek, Bengali, Turkish French, Tamil, Mandarin, Russian, Punjabi and AUSLAN
37% were born in Australia and 29% in Pakistan (n=59)	
50% had arrived in Australia in 2016 or before, and 33% were born in Australia (n=60)	

Impact



Four community surveys showed that TFT had positive impacts on both contributors and readers, including an increased social connection and understanding of diverse cultures in Fawkner. For contributors, it also increased opportunities for community leaderships.

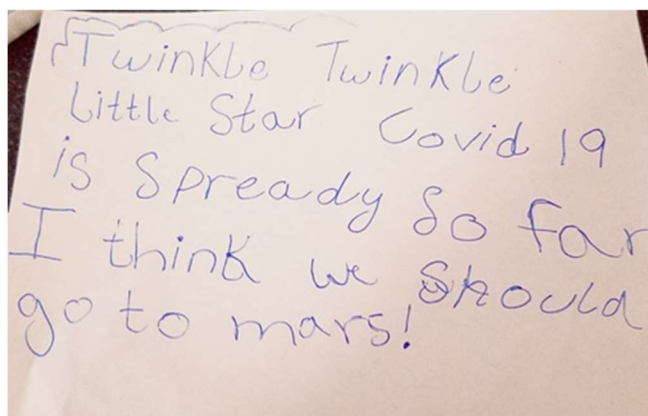
"A lot of friends told me they saw me in the newspaper. A lot of people know me now."

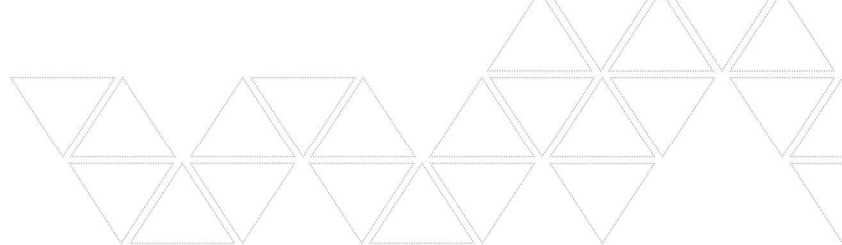
Publication	Community leadership	Social connection	Respect for diversity
E-Newsletter	44% said that they or a member of their household/family had contributed to the newsletter (n=64)	90% of readers surveyed the e-newsletter had increased their knowledge of Fawkner activities and events, businesses (n=163)	86% of readers surveyed said the e-newsletter had increased their knowledge/understanding of the diverse cultures of people who live in Fawkner (n=163).
	88% said they enjoyed sharing their story or contribution with others in Fawkner (n=18)	83% said the e-newsletter had increased their feelings of connection to the Fawkner community (n=163)	
	39% said they gained confidence (n=18)	60% surveyed said the e-newsletter had increased their ability to communicate with other Fawkner residents (n=163)	
	33% said they learned new skills (n=18)		
Newspaper	46% said that they or a member of their household/family had contributed to the newspaper (n=56)	84% reported increased feelings of connection to the Fawkner community (n=93)	91% reported increased understanding of the diverse cultures of people who live in Fawkner (n=93)
	76% said they felt they had contributed to the community (n=25)	92% said it increased their knowledge of Fawkner activities and events, businesses (n=93)	
		60% said it increased their ability to communicate with other Fawkner residents (n=93)	

Unexpected impact: COVID-19

The COVID-19 pandemic impacted HF, with many HDPP events in March 2020 cancelled due to lockdowns. Rounds 2 and 3 of TGIP were impacted by COVID restrictions— with many activities (including MH support) moving to online platforms. The third and final edition of the newspaper (August 2020) was also delayed due to difficulties associated with lockdown (e.g., distribution).

In spite of this, HF played an important role in creating and maintaining social connections during the pandemic. Over 80% of respondents to a February 2021 survey (n=64), agreed that receiving The Fawkner Times e-newsletter and newspaper helped them feel more connected to their community during COVID-19. The e-newsletter provided a convenient way for MH to share messages and information to culturally and linguistically diverse Fawkner residents about COVID-19 support and testing, as well as much appreciated opportunities to participate such as a special 'Kid's Edition', where children were invited to create and share an artwork (see picture above).





Partner voices

"Fawkner Neighbourhood House (FNH) is a great supporter of Hello, Fawkner! Hello, Fawkner! has contributed to the local community in a very tangible way. The Great Idea Program is tremendously beneficial both to the recipients and the local community in capacity building. The Harmony Day Party Program provides a wonderful social cohesion platform that celebrates Fawkner's multicultural diversity. FNH looks forward to providing ongoing support for these great initiatives."

- Judy Lazarus, Fawkner Neighbourhood House

"Hello, Fawkner! has become a core part of the Fawkner and Moreland community over the past three years. In particular, the Great Idea Program and the Harmony Day Party Program have provided grassroots opportunities and support for local people to see their ideas turn into reality, by seeding a range of impactful projects. These projects would not have got off the ground without this program, which fills an important gap in the Moreland funding and support landscape. This has been a pathway for many of the participants and projects to grow and build social cohesion in a broader way via the confidence, funding and support projects initially received through the Hello, Fawkner! program."

- Emma Sampson, Coordinator Community Development & Inclusion, Moreland City Council

"Hello, Fawkner! and The Great Idea Program have made such an invaluable impact on social connectedness in Fawkner, but importantly, these programs have built a sense of self-determination in participants that propels them forward to new challenges and enterprises. I have seen a number of participants really thrive during and beyond the program, creating pathways for many others in their networks and collective action."

- Emanuela Savini, The Public Value Studio (Democracy Lab)

Acknowledgments

Supporters & partners

Department of Social Services (DSS)

Department of Health and Human Services (DHHS)

Moreland City Council

Fawkner Neighbourhood House

Urdu Speaking Women's Group

Fawkner Service Providers Network

Fawkner residents and program participants

Community Wellbeing team, Merri Health

Communications team, Merri Health

Finance team, Merri Health

Other Merri Health staff

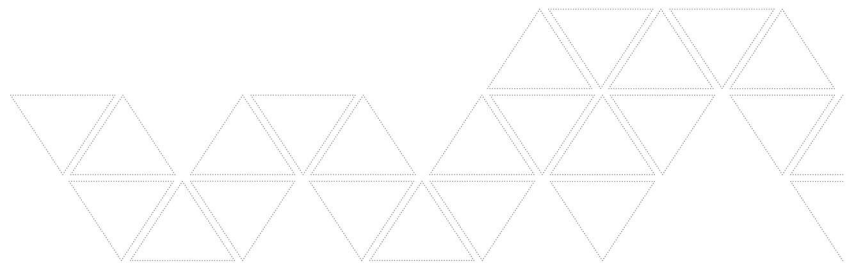
Fawkner Service Provider Network

PaperMill Media

The Public Value Studio

Links

- Short clip about HF: <https://www.youtube.com/watch?v=zWDn5bJ598I>
- Promotional clip for The Great Idea Program starring the 'Cook Dine & Shine' team: <https://www.youtube.com/watch?v=UbiyHB0I7DU>
- Harmony Day Party Program Clip 1: <https://www.youtube.com/watch?v=zWDn5bJ598I>



- Harmony Day Party Program Clip 2: <https://www.youtube.com/watch?v=pqtxRPBB22A>
- Harmony Day Party Program Clip 3: <https://www.youtube.com/watch?v=XjKwBvJ4kjY>
- Harmony Day Party Program Clip 4: <https://www.youtube.com/watch?v=HK-meXTMqRA&t=12s>
- Harmony Day Party Program 2019: <https://www.youtube.com/watch?v=pqtxRPBB22A&t=12s>
- The Fawkner Times newspaper: <https://www.youtube.com/watch?v=QbFqUh84CY4>

Related documents

Colic-Peisker, V., Robertson, S., Phipps, P., & Svoboda, P. (2013). Housing, Employment and Social Cohesion in Multicultural Neighbourhoods 'In Transition': A Comparative Case Study from the City of Moreland. Retrieved from <http://www.mav.asn.au/policy-services/social-community/multicultural/Documents/Housing%20employment%20and%20social%20cohesion%20in%20multicultural%20neighbourhoods%20in%20transition.pdf>

Assoc. Prof. Val Colic-Peisker & Assoc. Prof. Karien Dekker (2017), Religious visibility, disadvantage and bridging social capital: a comparative investigation of multicultural localities in Melbourne's north, Centre for Global Research RMIT University. Retrieved from: <https://www.rmit.edu.au/content/dam/rmit/documents/research/centres/centre-for-global-research/Report-Religious%20visibility,%20disadvantage%20and%20bridging%20social%20capital-9-Aug-2017-Final.pdf>

Moreland Social Cohesion Plan 2020-2025

<https://www.moreland.vic.gov.au/globalassets/key-docs/policy-strategy-plan/mcc-social-cohesion-plan-2020---2025.pdf>

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