

You should develop two versions of 'The Pitch': one when you are seeking permission to engage, and the other for the inception meeting with the community group. The difference between them will be in the audience and why you are seeking to involve them.

Seeking permission to engage (pre-inception meeting)

Purpose

When you have chosen a community you have identified suitable to engage with, it is both respectful and necessary to seek permission to do so. The pitch is critical in respectful engagement and ensuring that the decision-making power lies in the hands of the community, without permission seeking, you will be 'doing to' rather than 'doing with' community. Ultimately, by showing respect and taking time to seek permission, you are less likely to run into issues further along in the process. The language and reasoning will differ depending on what authorising environment exists. The most important authorising environments will be:

- The community organisation itself
- A local government representative (Mayor, Councillor etc)
- Community leaders

How to use

Fill in the sections (who, what and why) of the table for the community you have identified as most suitable to engage in resilience planning with.

- **Who:**
 - Who is the pitch audience, who are you seeking permission from to undertake community resilience planning in the community? This forms the authorising environment and will depend on which community you have identified.
 - This might be a Mayor or Councillor of a local government, a CEO or Director of a government agency, a Chair of a community organisation or community leader/s or all of the above.



- **What:**

- Develop a concise overview of what it is you are intending to do. This involves providing an outline of the Six-Step Engagement Model and what outcomes you are seeking to achieve.
- Include what the changes you expect to see as a result of this work
- Tips: Have a summary of the six-step model and the outputs at each stage, and utilise your case-studies to strengthen your argument

- **Why:**

- Provide a summary for why resilience planning is necessary in this community, and what challenges this process seeks to address. What are the benefits that this process and project will have for the community, and why has this community been chosen?
- Think back to the communities shocks and stresses, as well as the mapping exercise to understand communities readiness to engage.

Inception meeting

Purpose

The 'Pitch' for the inception meeting is a key element in bringing community representatives together around a common purpose. This is designed to help you communicate in a clear and compelling manner what is being proposed, and why people should get involved. It helps provide clarity to the community and communicates the value proposition of working together. Ultimately, in the pitch, we want to share with the community what we are offering, what does the program deliver, how it will benefit them and what we see as their role.

How to use

The What, Why, How, Who and When will vary depending on the community you are planning to work with. Refer to the information below to pull together a pitch that will suit your community. When sharing this with your community representatives, weave your pitch into a story.

- **Who:**

- Who is the pitch audience, who are you seeking permission from to undertake community resilience planning in the community? This forms the authorising environment and will depend on which community you have identified.
- This might be a Mayor or Councillor of a local government, a CEO or Director of a government agency, a Chair of a community organisation or community leader/s or all of the above.



The Pitch

- **What:**

- ResilientCo funded by Minderoo Foundation have developed a tried and tested approach to work with diverse communities and improve resilience to future acute shocks and chronic stresses. Our overall desired goal is to build multiple pathways to assist communities to build their own resilient futures, while growing the capacity of a 'community of practice' focused on connecting communities with each other so that we build collective knowledge and skills amplifying community outcomes.

- **Why:**

- Natural and human-caused disaster risk is increasing. Many hazards are becoming more frequent, unpredictable and catastrophic, driving the vicious cycle of mounting personal and economic losses and greater than ever recovery costs.
- The most vulnerable communities are often hardest hit. Strengthening community resilience is regarded as a key to breaking this cycle. Local communities know their local challenges better than anyone else, and that's why this approach works.

- **How:**

- Using the Six Step Future Ready Communities Model engagement approach, trained practitioners will work side by side with communities to identify resilience challenges, existing vulnerabilities and strengths to create a bespoke community resilience plan, identifying community priorities, to move the dial on the community's resilience. As a community resilience practitioner, I will work with you in a way that empowers you to better understand your risks, turn resilience building ideas into actions and receive investment to progress your priorities.
- Illustrate the "how" with the Millgrove Journey map

- **Who:**

- As a trained community resilience practitioner, I will support you through the Six Step Model. I am supported by a network of resilience practitioners.
- For this work to succeed, you, the representatives of this community need to work side by side with me. It is fundamental for you to be the community leaders that support this program of work. In doing so you are building knowledge, skills and understanding within your community so that the collective resilience priorities surface and can be acted upon and invested in.

- **When:**

- Provide a rough timeline against the six-step model and the anticipated outcomes at each stage. Map out a basic timeline and the steps for working together.