



Leaders at the Core of Better Communities

2015 Local Government Excellence Awards Program
Program Excellence Awards Nomination Form
(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations Extended to March 30, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance**

Name of program being nominated: DIG Manly (DREAM INSPIRE GROW)

Jurisdiction(s) where program originated: Manly Local Government Area, New South Wales, Australia

Jurisdiction population(s): 43,331

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: December Year: 2013

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Henry Wong

Title: CEO Jurisdiction: Manly Council

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Henry Wong

Title: CEO Jurisdiction: Manly Council

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Strategic Leadership and Governance Awards recognize the innovative and successful local government programs or processes that have significantly affected a local government organization's culture or strategic direction.

The *Dream. Inspire. Grow.* Program, of Manly, New South Wales, or DIG Manly, was created to engage and excite locals, visitors and staff about healthy and sustainable living, and encourage people to adopt sustainable practices in their own lives.

DIG Manly aims to enable Manly, as a community, to:

- DREAM of a better future;
- INSPIRE others to question the status quo; and
- GROW as a community and work together in creating positive change.

DIG Manly is a free, ongoing program to foster sustainable behavior amongst residents and staff through interactive workshops, public lectures, documentary screenings, tours and children's activities.

Workshop and events centre around general sustainability themes, such as:

- reducing waste
- creating edible gardens and permaculture
- electricity (and money) saving tips
- sustainability for small businesses
- schools sustainability
- staff sustainability
- quadruple bottom line benefits

Alternatively, other themes have focused on activities showcasing, or relevant to, Preserving Manly's unique and beautiful environment, such as:

- A guided snorkel tour of Manly's Cabbage Tree Bay Aquatic Reserve,

- Awareness Days highlighting Manly's iconic threatened species, such as seahorses, penguins and flying foxes
- Food Wine and Sustainability Festival at Manly Ocean Beach
- Manly Retro Ride (a fancy-dress group cycle around Manly's streets).
- E-Documentary Screenings at in house gatherings & "Cram your Cranium" lunchtime information sessions within Council
- Screenings for local residents at local cinemas
- Gardening in small spaces workshops (balcony gardening)
- Verge Gardening and permaculture gardening workshops
- Keeping chickens workshops
- Clothes Swap-meets
- Ocean Care Day Activities
- Green & Groovy Kids workshops in association with the local library

In recent years Council has aimed to extend the relevance and longevity of the program through digitalizing much of the content of the program through the use of video and audio clips/streaming, photography, and interactive activities presented through digital and social media as well as downloadable content on Council's own website.

This is an extremely popular existing program that has consistently high visibility, positive media coverage and high attendance, and proven success in enabling change as demonstrated in the extensive evaluation of the program undertaken in December 2014 thus assisting to guide it into the future.

The events and activities on offer through DIG Manly attract a diverse range of people, including local residents, visitors from other areas in Sydney and beyond,

and represent an equally diverse cross-section of backgrounds, including, staff and councilors, families, business people, local and international students, marine enthusiasts, athletes and outdoor-types across the board. This is implemented across the community and internally across the quadruple bottom line with Manly Council an active advocate of Fair Trade and also the first Fair trade Community in New South Wales.

Program implementation and costs

DIG Manly is promoted through local media, Council's e-newsletter, website, precinct system and social media, as well as other local displays including the ferry, Council car parks, buses, etc.

A range of strong partnerships have been formed as a result of DIG Manly, in the procurement of workshop/event facilitators, and these relationships result in the creation of new programs which spring off the back of DIG Manly.

Tangible results or measureable outcomes of the program

Feedback from the community indicates that interactions between community members, and between the community, workshop facilitators and staff at the various events, are excellent. This is evaluated onsite through surveys and questionnaires.

These evaluations are collated and used to inform future activities, based on successes and shortcomings revealed.

For most events, particularly larger ones like the Food Wine and Sustainability Festival, tonnages of waste are also recorded with a diversion rate of over 85% and media releases distributed post-event to promote the successes of the event as a whole.

- All workshops and events are evaluated post the event to allow for reflection and evaluation. This forms the basis for future workshops based on community and staff needs, observations and requirements. The questions are set out in a strategic questioning framework to ensure a creative and intimate response from the individual
- All workshops are well attended with most being booked out – evaluations are completed for all. In 2014 we have had over 3000 direct face to face education opportunities with local residents and staff with resulting conversations from their experience having a threefold effect thus resulting in nearly 10000 interactions either direct or indirect potentially affecting ¼ of the local population of 43,331
- A weekly e-newsletter is sent to staff and residents with a circulation of 10,200 individuals
- Volunteers are actively involved in all of Councils events and workshops with some 20,000 hours of volunteer time clocked up in 2014. A huge resource to Council and a great opportunity to demonstrate Manly Council's outstanding service to the community in the advancement of their skills and knowledge into the future.

In addition, Council staff have a debrief following each event's delivery, in which events and activities are evaluated qualitatively according to

- Has the program led to measurable efficiencies and/or cost savings?
- Or significantly improved service delivery or operations?

Lessons learned during planning, implementation, and analysis of the program

Involving community in sustainability issues and programs:

- increases the likelihood of acceptance of Council environmental programs
- builds capacity of residents to voluntarily undertake positive environmental actions
- increases stewardship/custodianship of local environment issues
- strengthens the relationship between local government and residents, and reduces distrust
- addresses barriers that have been overcome

Topics for DIG Manly events are chosen according to identified environmental issues, such as resident opposition to grey headed flying foxes (fruit bats), thus a forum/panel discussion about the role they play in the regional ecosystem, and how to coexist peacefully is developed. Topics are also chosen by relevance to Manly's demographic, for example a series of workshops on sustainability for local business to address Manly's small to medium enterprise (SME) business sector, or "Sustainability in the Curriculum" series of workshops offering advice and assistance in developing Schools Environmental Management Plans (SEMPS).

In summary the DIG Manly Programs offers a holistic "one stop shop" in sustainability across the Manly Council LGA where people both internal and external of the organization can gain both knowledge and hands on experience in sustainability education and apply this knowledge and experience to their workplace, home, business or school.