



Goulburn Murray  
Community Leadership

# Partnership Prospectus



# Invest in people to grow your community

Thriving communities need skilled, connected and courageous leaders.

Goulburn Murray Community Leadership (GMCL) invites your organisation to invest in a positive future for our region and its communities. With your support, we can continue to enhance and strengthen the local leadership capacity of the Goulburn Murray region.

Your investment develops local leaders who will innovate and advocate for positive change across sectors and communities. They will catalyse opportunities into positive outcomes, strengthen community bonds and foster collective wellbeing and resilience.

## Our vision

To grow and strengthen a network of skilled, curious and connected leaders who drive positive change across our region.

## Empowering local leaders for 28 years

For nearly three decades, our flagship, the Fairley Leadership Program (FLP), has developed and supported a 700-strong alumni of skilled local leaders. Our participants represent a diverse range of industries, sectors and communities. They all share a commitment – as well as the skills and networks – to create positive change in our region.

Our Fairley Fellows continue to provide the cornerstone of community leadership across the Goulburn Murray. Our fellows are ready and willing to lead in a crisis, playing critical roles through droughts, bushfire and floods and the recent COVID-19 lockdowns. You'll find our fellows driving and supporting positive change throughout our region, making the Goulburn Murray a better place for everyone.

## Innovative plans for a future-ready region

We are excited to announce plans for a new initiative, that will roll out alongside the FLP, to inspire and support the next generation of leaders across our communities. Known as the Community Action Network (CAN), this initiative will include a diverse platform of place-based capacity building programs open to emerging, aspiring and established leaders. The CAN focuses on developing personal and collective leadership skills delivered through a diverse offering of short courses and practical place-based change initiatives. This new offering will increase the number of community members who can lead positive change and capitalise on opportunities to build a thriving and sustainable region.

## We create impact

GMCL recognises the importance of investing in community minded people who are skilled and equipped to support proactive, adaptable and thriving communities. We are committed to building people's potential to be leaders in their communities and we proudly draw on the skills and expertise of our staff, alumni and networks to deliver innovative and engaging capacity building programs.

GMCL mobilises people to lead and contribute within their communities by collaborating with a diverse range of local organisations to support the development of community leadership pathways.

GMCL acknowledges the Traditional Custodians of the land on which we operate, live and gather, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.



## An investment in GMCL is an investment in our region

### Local Leaders

### Resilient Communities

Establish networks and structures to share local knowledge

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Inspire a sense of personal responsibility and commitment to the common good

Engage people and communities in citizenship and decision-making processes

Embrace a curious mindset and willingness to change and grow

Increase and improve community-based solutions for community-wide challenges

Take and create opportunities with confidence and conviction

Foster resilient and adaptive local economies and communities

Develop an awareness of regional contexts and systems

Encourage, support and lead diverse and inclusive communities

Build, nurture and facilitate collaborative relationships

Champion safe and healthy communities where everyone feels a sense of belonging

Inspire and mobilise others to engage in a shared purpose

Support high levels of community amenity, accessibility and planning

# Changing lives, changing communities

## Board Ready Program

**Project group:** Lacey Nicholson, Lyn Cooper and Andrea Pogue  
**Fairley Leadership Program 2022**

This project emerged from the learnings and personal growth these participants experienced through their involvement in GMCL programs.

Work on this project included the development of partnerships to support increased community participation and enhanced governance for local community organisations.

The project group joined with community partners, The Door Bells: Migrant Women's Network, The University of Melbourne, La Trobe University, and the Greater Shepparton Lighthouse Project to deliver the Board Ready Program. This community project focused on improving participants' understanding about the role of Boards in leading a community organisation, and the expectations of a Board member. The experience offered mentoring and coaching for aspiring Directors. The program led to three community members being linked with Board observer roles for the Committee for Greater Shepparton, Greater Shepparton Lighthouse Project and Museum of Vehicle Evolution – MOVE. The benefits of this project are ongoing, having equipped future leaders with the opportunities, networks, and skills to be valuable Board members for our local region and influence change and increased liveability.

It has also affirmed our belief in these types of community building programs that we would like to support into the future.



## Yinya Mulana First Nations Basketball Program

**Project Lead:** Rick Sellars  
**Fairley Leadership Program 2023**

This project highlights the potential for positive impact created by GMCL programs. Building on new leadership skills and community networks, the project lead engaged local stakeholders to implement an innovative solution to meet a community need.

In response to a trend of decreasing physical activity by First Nations children, the project lead partnered with Njernda Aboriginal Corporation to deliver the Yinya Mulana Under 10's Basketball Program. The eight-week program, designed for First Nations children aged 7-10, was attended by more than 30 children from across Echuca-Moama, offering a safe and fun environment to develop friendships and improve physical health.

As a result, many program participants continue to engage with local basketball teams, gaining confidence and a sense of belonging.

## Fairley Youth Community Leadership Program

**Project Lead:** Kim Chu  
**Fairley Leadership Program 2022**

Through GMCL programs, participants explore the current priorities and issues facing our region and identify ways they can use their new skills and experiences to provide meaningful contributions to our community.

In response to low participation of young people in community and civic life, GMCL partnered with Greater Shepparton City Council to deliver the pilot Fairley Youth Community Leadership Program. The project lead worked with GMCL staff to drive the design and implementation of the program, offering young people an opportunity to engage, advocate, and contribute to their local community.

By creating a dynamic platform for connection and exploration, the program increases youth engagement and develops future leaders who continue to excel in various roles across their workplaces and educational pursuits.



## Love Your Sister Fundraiser

**Project group:** Rachel McKay, Marissa Daly and Meena Malla  
**Fairley Leadership Program 2023**

Participants in GMCL programs are immersed in exploring the needs of local communities, developing connections and building support networks to implement community-led initiatives.

To support those impacted by cancer in the Cobram community, this project group forged partnerships with Moira Shire Council, NCN Health, and Love Your Sister to host a cancer fundraiser. The collaboration united over 400 attendees and raised an impressive \$40,000, strengthening community connections and improving support for essential cancer services.

This successful initiative highlights the power of collective action in making a meaningful difference and serves as an inspiration for any individual, organisation or group seeking a brighter future for their community.



# Shape a positive future

Join our generous network of investors who support GMCL to nurture and develop community leaders into the future.

GMCL relies on investment from the Goulburn Murray community of businesses, industries, agencies and individuals.

The collective investment by our partners and supporters will allow GMCL to innovate and anticipate the leadership needs of our communities and meet these needs through a range of region-specific, community-building initiatives and projects.

The impact of these programs and initiatives will provide multi-generational benefits for our community.

Your commitment to local leadership and community building will be recognised throughout our region via exposure through multiple layers of events, media and digital channels and other branding opportunities.

## GMCL offers you

### Business development

- Partnership with a respected community brand
- Demonstrate your corporate social responsibility

### Reach

- Connection with networks across Community, Agriculture, Environment, Water, Education, Government, Health, Tourism, Manufacturing, Sustainability, Emergency Services, Professional Services and Sport
- Promotional opportunities

### Promotion

- Publicity and exposure to more than 2,500 social media followers across Facebook, Instagram, and LinkedIn
- 700+ Alumni through GMCL programs

### Impact

- Investing in community through developing people and social capital
- Expanding programs that increase regional awareness and leadership capacity



GMCL develops and supports a network of community leaders across the Goulburn Murray region including numerous local government areas.



# Together, we can



Support local communities through projects and increased volunteerism



Align with and support the Goulburn Murray Resilience Strategy and its priorities



Develop a dedicated platform to support community governance and regional succession planning



Advocate for capacity building and investment in the region's social capital



Increase awareness of and support the Goulburn Murray Regional Prosperity Plan



Promote and advocate for the region through collaborations between regional and metro organisations



Increase opportunities for young people to lead, create change and belong in the region



Promote the importance of and pathways for civic leadership and participation



Provide individuals and organisations with opportunities to participate in community building learning experiences

# Why we invested in our community

## Kristy Thomas

Partner, Vision Radiology

"Upon returning to the region with my family and more recently joining Vision Radiology, I believe it important for the business to contribute and play a role positively influencing our local community. We are excited to be partnering with GMCL to invest in community leaders to develop thriving communities."









# Our invitation to you

GMCL has a proud history of developing ready, willing and able community leaders, but we need to be bold and do more! We invite your support so we can continue to offer our flagship Fairley Leadership Program and expand our capacity building impact across the region through our new Community Action Network (CAN), Board Ready Program, Youth Community Leadership Program and Regional Mobilisation Summit.



# Invest in a Partnership Package

	 Alliance	 Diamond	 Platinum	 Gold	 Silver	 Bronze
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$1,500
Your logo on GMCL website sponsorship page	✓	✓	✓	✓	✓	✓
Your logo featured in GMCL Annual Impact Report	✓	✓	✓	✓	✓	✓
Preferred venue to host events, functions and workshops*	✓	✓	✓	✓	✓	✓
Your logo featured in all Fairley Leadership Program materials	✓	✓	✓	✓	✓	
One place in Fairley Leadership Program*	✓	✓	✓	✓		
Tickets to Fairley Leadership Program Launch and Graduation*	✓ (3)	✓ (2)	✓ (1)	✓ (1)		
Social media story announcing sponsorship	✓	✓	✓			
Sponsorship announcement with media release/photo opportunity	✓	✓				
Invitation to annual GMCL regional roundtable session	✓	✓				
Your logo featured in GMCL program promotional materials*	✓	✓				
Annual GMCL Summit partner sponsor*	✓					
Annual in-person presentation from GMCL EO/Board	✓					
Invitation to speak at key events and initiatives*	✓					
Your logo on gmcl.org.au homepage linked to business/organisation website	✓					
Feature story through newsletter, website news and social media platforms	✓					

\*At GMCL discretion where applicable

Prices exclusive of GST  
Multi-year discounts available  
Tailored programs, events, and promotional initiatives available

# How to partner

Contact us to discuss:

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