



GERRARD BOWN



Mental Health and Environmental Improvement Workshop

21 October 2010



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2. Introduction

Document overview

To celebrate GerrardBown's 5th anniversary on Thursday 21 October 2010, Jason Gerrard and Justin Bown facilitated a workshop with GerrardBown guests, which aimed to seed a new initiative, addressing both a social and environmental issue.

The workshop goal

The goal of the workshop was to generate at least one major initiative that would result in **improved mental health and environmental outcomes**.

Ideally, the initiative should:

1. Be owned by Neami going forward
2. Be established and launched within 1 year
3. Be financially viable (not solely dependent on government income)
4. Be scalable
5. Have lasting impact.

Following the workshop and the circulation of this report, the initiative will be refined, owned and implemented by Neami, a leading Australian mental health service provider, with input from GerrardBown and other relevant organisations and individuals where appropriate.

This document pulls together the key themes and insights from the workshop. Key outputs from the workshop are contained in the body of the document. The workshop agenda can be found in Appendix1.

3. Brainstorm and idea generation

The aim of this session was to:

- Collaborate with other participants to identify initiatives that improve both mental health and environmental outcomes
- Present and discuss initiatives generated.

Working in table teams, participants developed 7 potential key initiatives:

Initiative	Detail
1. Training provider focused on organic farming/ gardening	<ul style="list-style-type: none"> • Targets unemployed with mental health • Uses volunteers to engage wider community support to provide life and technical skills • Mobile sales of produce (e.g. produce sold is taken to different markets, e.g. farmers' markets etc) • Produce 'how to guide' on organic farming skills for sale.
2. 'Community in Bloom' Competition	<ul style="list-style-type: none"> ○ Annual competition for volunteers to get involved in gardening or green spaces activities to improve the quality of a space e.g. from window boxes in your own apartment



Initiative	Detail
	<p>to flower beds in parks etc</p> <ul style="list-style-type: none"> ○ Reach out to people who have mental health problems through existing NGO activity and other community members through existing volunteer groups.
<p>3. Nursery that comes to you!</p>	<p><i>Step 1</i></p> <ul style="list-style-type: none"> ● Seedling propagation <ul style="list-style-type: none"> ○ Waterway restoration with community involvement ○ Funding from local councils <p><i>Step 2</i></p> <ul style="list-style-type: none"> ● Vegetable gardening (community) <ul style="list-style-type: none"> ○ Grow and supply nutritious fruit and vegetables ○ Market stall and then delivery ○ Integration with local community ○ Improved nutritional health of those involved. <p>Step 1 focuses on water restoration, education and connection with community and environment.</p> <p>Step 2 focuses on education and a financial venture.</p>
<p>4. Go Native!</p>	<ul style="list-style-type: none"> ● <i>What:</i> A new social enterprise that transforms open spaces, derelict areas, public and private gardens from unsustainable thirsty exotics to beautiful, wild-life friendly, drought proof nature areas. ● <i>How:</i> Mixed groups - including professionals, corporate, people with mental health issues and local community members to work together to deliver environmental and social benefits ● <i>Market:</i> Local government, schools, private landowners, business and residents ● <i>Funding:</i> Commercial, fee-for service <p>It would provide seed banks and propagation, teaching and training opportunities and employment opportunities</p>
<p>5. Guerrilla Gardening</p>	<ul style="list-style-type: none"> ● An enterprise to manage and maintain guerrilla gardening plots on behalf of Councils. ● <i>Why:</i> Outdoor, flexible, community engagement and natural ● <i>Environment:</i> 'localism', authentic, 'greening' and soil carbon.
<p>6. Regeneration</p>	<ul style="list-style-type: none"> ● Improving social and environmental outcomes for communities ● Identify: <ul style="list-style-type: none"> ○ Areas for conservation / management ○ High needs groups ● Criteria: geographic overlap



Initiative	Detail
	<ul style="list-style-type: none"> • Partners: <ul style="list-style-type: none"> ○ Neami (project manager) ○ Landowner (public /private) ○ Conservation group ○ Funders (landowner), Government, Corporate.
7. Green meeting rooms	<ul style="list-style-type: none"> • Corporate gardening and landscaping • Plant exchange service • Diverse skill training and employment • Potentially a native plant focus • Facilitate staff engagement and culture change • Bringing community engagement into the office.

4. Evaluation of initiatives

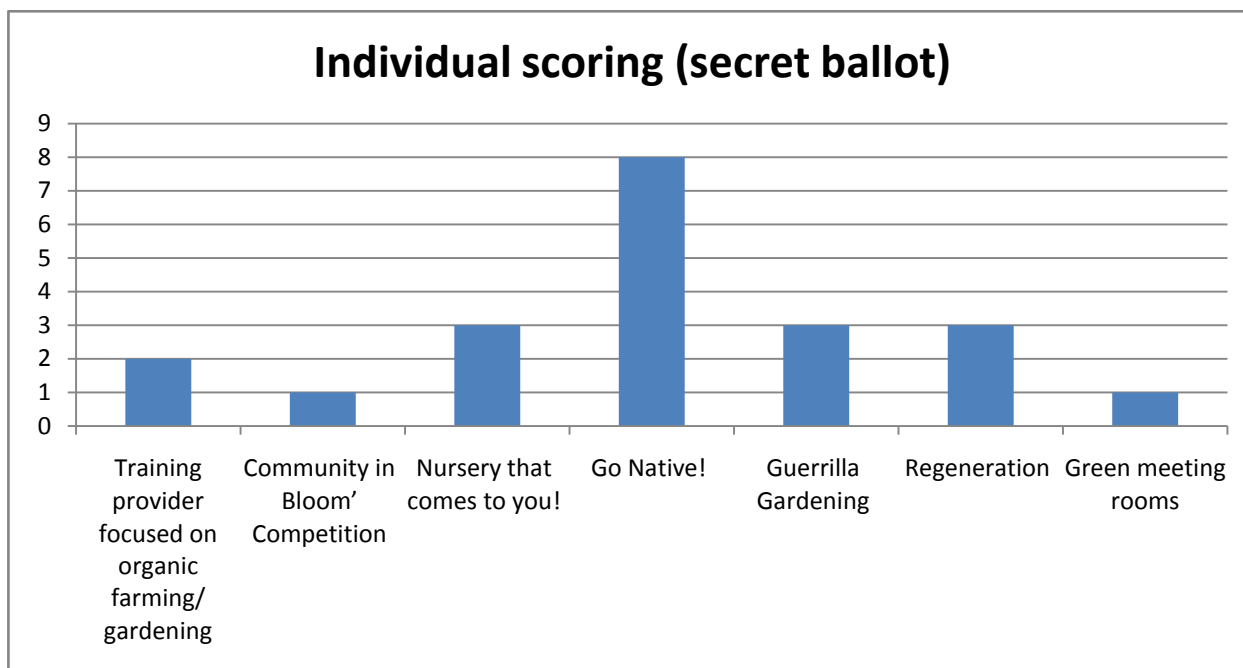
The next session aimed to assess the ideas against the agreed criteria. Participants individually selected their preferred idea/initiative through a secret ballot. Then in groups, one group per initiative, participants carried out a high level evaluation of their allocated initiative using the six assessment criteria listed below.

1. Improves mental health outcomes
2. Improves environmental outcomes
3. Implementable (i.e. ease of implementation)
4. Broad funding mix (i.e. not solely reliant on one financial source)
5. Addresses an identifiable demand or need (e.g. Marketplace for product / services or targets high needs groups)
6. Scalable business model (i.e. can be replicated or easily expanded)

Each initiative was given a rating for each criterion of either high (i.e. strongly fulfils the criterion), medium or low. The legend is detailed below.

Legend
1 = Low
2 = Medium
3 = High

The results of secret ballot (i.e. individual preferences) and the table team evaluations is depicted in the graph and table overleaf.



Evaluation of initiatives against key criteria (table team evaluations)

Initiative	Criteria						Total score
	1 Improves mental health outcomes	2 Environmental outcomes	3 Implement-able	4 Broad funding mix	5 Identifi-able need	6 Scalable business model	
1. Organic farming (training & produce provider)	2	1	3	1	1	3	11
2. Community in Bloom competition	3	2	2	1	2	3	13
3. Nursery that comes to you!	3	1.5	1.5	2	1	2	11
4. Go Native!	2	2	3	2	1	2	12
5. Guerrilla Gardening	3	2	2	2	2	3	14
6. Regeneration	2	3	2	2	2.5	1	12.5
7. Green meeting rooms	2	1	3	3	2	2	13



The discussion that ensued following the group assessments identified Guerrilla Gardening as the highest rated initiative at 14/18 and with all initiatives within a 3 point band. A review of individual preferences through the secret ballot indicated a strong preference for the Go Native! initiative, with Nursery that comes to you!, Guerrilla Gardening and Regeneration gaining the second highest scores. It was agreed that because there was significant overlap between some of the proposed initiatives, and no clear 'winner', it would be beneficial to review those initiatives that scored the highest and amalgamate the common elements from these into one initiative.

5. Wrap up and next steps

GerrardBown outlined the actions that would follow to take the workshop output forward including a meeting with Neami to discuss the next steps. The 'next steps' would likely include:

- Amalgamating the common elements of a number of the initiatives into one initiative
- A feasibility analysis (i.e. is the initiative viable? Does it need any modification?)
- Develop a business plan and begin implementation.

Participants were offered the opportunity to have ongoing involvement in the further development of the initiative and/or to be kept informed of progress.

Arthur Papakotisias (Neami's CEO) offered some final thoughts, stating the event had raised awareness of mental health issues and had produced some exciting ideas that Neami looked forward to reviewing further.

GerrardBown thanks you all for your interest in and contribution to this workshop!



6. Appendix 1 - Workshop agenda

Time	Session description	Key contributors
9:05am	Introduction & context <ul style="list-style-type: none"> Overview of the workshop Brief presentations by Neami and Greening Australia Context 	Justin Bown Jan Hatt (Neami) Arthur Papakotsias (Neami) Rod Bristow (Greening Australia)
9:40am	Brainstorm & idea generation <ul style="list-style-type: none"> Collaborate with other participants to identify initiatives that improve mental health outcomes through environmental activity Present and discuss initiatives generated 	Jason Gerrard All
10.30am	Morning tea	
10:45am	Evaluation of initiatives <ul style="list-style-type: none"> Assess the initiatives against the agreed criteria Review the relative merits of each initiative 	Jason Gerrard & Justin Bown All
11:25am	Wrap-up and next steps <ul style="list-style-type: none"> Summary of workshop outcomes Outline what will happen from here 	Jason Gerrard All
11.30pm	Close	