

FRESH IDEAS BRAINSTORM : WS Stereotype

- Developing local Forums
- Link up a program
 - – bringing it together Aboriginal families
- Men's campaign – call centre contact
- Domestic Violence – TV campaigns
- Circle Sentiency – family support

- TV campaign – sport identity, high profile to change profile
- Use political influence
- Open days – focusing on clients participation

ISSUE: Western Sydney Stereotype
GOAL: Turn it around

WHO DO WE WANT TO INFLUENCE?

- Media
- Politicians
- Sydney suburbs
- Westies – ourselves
- Historical
- Education

WHO NEEDS TO BE INVOLVED?

- Communities & Services
- Business
- Clients
- Councils
- Young people
- Faith Groups
- Comber of Commerce
- Older Australians
- Police
- Media

WHAT NEEDS TO BE DONE TO MAKE THIS SUCCESSFUL?

- Education campaign
 - Petitions
 - Demographics
- Prominent people
- Media campaign focusing on positive outcomes
- Focus on diversity

WHAT RESOURCES ARE NEEDED?

- Funding
- Submissions
- Media Support
- Community Support
- Volunteers – catch stories / oral history / resources

WHO ARE OUR ALLIES?

- Health Industry/Drs.
- The community
- Police/emergency sers
- Community organisation
- Learning institutions
- Faith based org.