



VRCLP

**VICTORIAN REGIONAL
COMMUNITY LEADERSHIP PROGRAMS**

STAKEHOLDER EVALUATION PAPER

**Understanding the Benefits of Regional Community
Leadership Programs to Victoria**





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COMMUNITY LEADERSHIP PROGRAMS
STAKEHOLDER EVALUATION PAPER

Victorian Regional Community Leadership Programs (VRCLP) is a collaboration of programs currently delivering leadership development initiatives in Victoria.

Members are:

Alpine Valleys Community Leadership Program
Fairley Leadership (Goulburn Murray)
Gippsland Community Leadership Program
Leaders for Geelong
Leadership Ballarat & Western Region
Leadership Great South Coast
Leadership Wimmera
Loddon Murray Community Leadership Program
Northern Mallee Leaders
Rivers & Ranges Community Leadership Program

Our collective vision is – “Leaders in leadership responsive to the needs of our diverse community.”

Regional Community Leadership Programs develop leaders for vibrant and sustainable communities across regional Victoria.

With more than 2500 graduates over the last 18 years, and another 250 joining these ranks every year, our programs build participants skills, knowledge, confidence and networks so they can make a difference in their local community, within their region and at a state and national level.

Our graduates are involved in a diverse range of leadership roles including federal and state parliamentarians, local government Councillors, board members, industry leaders, sporting, school, and community group committees of management, community development groups, and are active in Landcare, SES, CFA and other important community organisations.

WHO ARE OUR PARTICIPANTS?

Our participants come from all walks of life and with a diverse range of life experiences. They could be existing leaders wanting to grow their effectiveness, or new and emerging leaders who want to make a meaningful contribution to their community.

They are representative of our rural and regional population – small business, primary production, community, government, arts and heritage, education, health, sport and recreation, diverse in age and gender and from different cultural backgrounds.

What they all have in common is their commitment to making their communities vibrant and sustainable into the future.



“The program has provided me with the skills to successfully transition from employee to partner.”

David – Leadership Great South Coast 2013

“ I can see a shift in thinking in our corporate community because programs force participants to think about their leadership responsibility as a community leader ... not just an organisational leader.





WHO ARE OUR STAKEHOLDERS?

Our stakeholders include:

- Participants
- Alumni
- Corporate sponsors/employers (including small, medium and large organisations)
- Community groups
- Government
- Philanthropic (Foundations/Trusts/Private Ancillary Funds)
- Media (local and regional)
- Program boards/committees

WHAT ARE OUR OUTCOMES?

In 2013 we surveyed over 1700 of our alumni to gain an understanding of the benefits programs have on participants, employers and communities. With a response rate of 36% we gained valuable insights.

In 2014 we surveyed other key stakeholders including local media, community groups, Philanthropic organisations, local and state Government, boards/committees as well as employers and corporate sponsors from small, medium and large businesses. In total 390 invitations were sent to our stakeholders to participate in the survey we had a response rate of 37%.

Key findings from both surveys include:

Community Engagement:

- \$13 million per annum¹
- 1300 community organisations

This represents a significant social and economic outcome for industries and communities across regional Victoria.

What our alumni value the most about their community engagement is:

- The difference they make to their community
- The sense of purpose it gives them
- The connections they have made

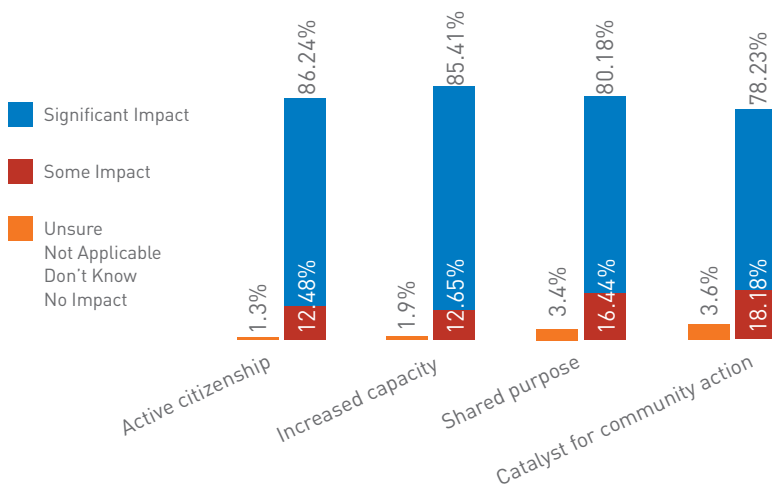
When asked why our stakeholders choose to participate or nominate staff to attend programs the top three responses were:

- Enhanced leadership skills
- Professional development
- The reputation of the program

“I have personally taken on several board roles and other roles within my community since participating in a program and feel that had I not participated I could not have achieved all of my goals.”

VRCLP 2014 stakeholder evaluation survey

Benefits to Community

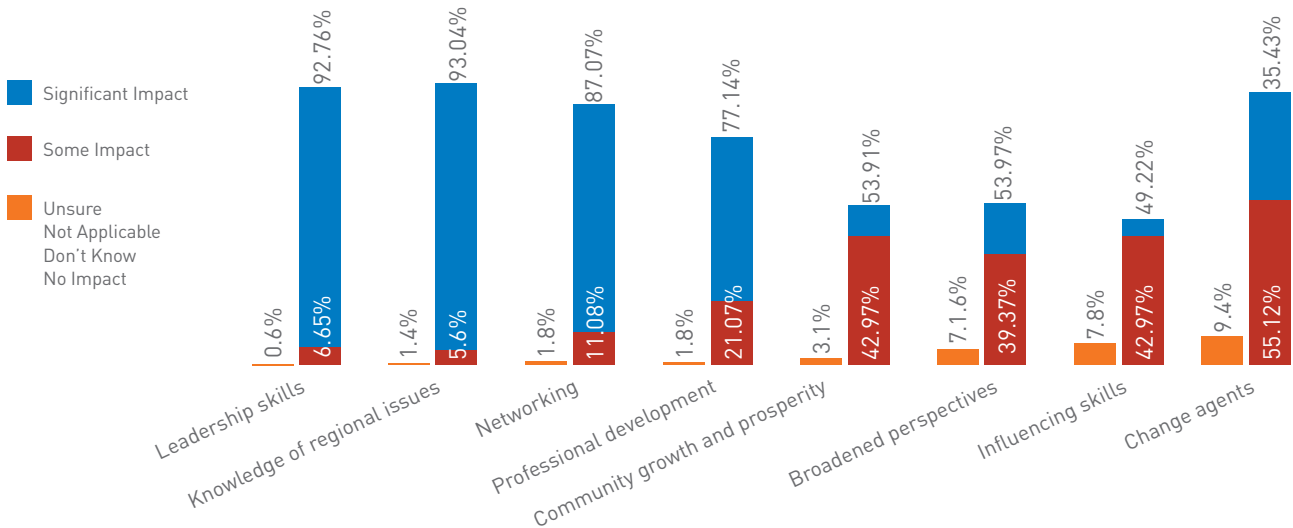


Source: Combined VRCLP 2013 alumni survey and VRCLP 2014 stakeholder survey

¹ VRCLP Alumni survey 2013
Average hours per alumni per month is 9.83 (n=500) assumed same average for each alumni 9.83 X 2500 x \$45p/h X 12 months (RDV approved formula)

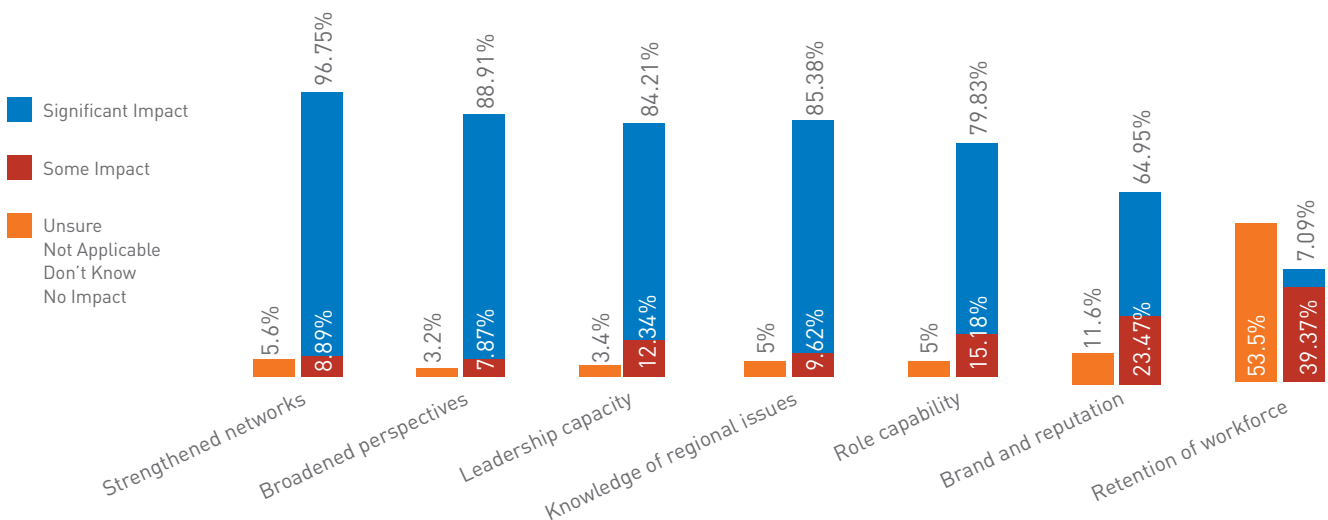


Benefits to Participants



Source: Combined VRCLP 2013 alumni survey and VRCLP 2014 stakeholder survey

Benefits to Organisations



Source: Combined VRCLP 2013 alumni survey and VRCLP 2014 stakeholder survey

CONTACT INFORMATION

To discuss the opportunities for involvement with our programs please contact:

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Further information regarding the programs can be found on the VRCLP website: www.vrclp.com.au

We look forward to your support

“ Thank you for an amazing year! I was particularly inspired by our trip to Canberra, it made me realise that the local voice of communities is really important.

Bernadette – Loddon Murray Community Leadership Program 2013

