

2019 Report to the Strategic Community Initiatives Fund
Bruce County Human Services Department
Attention: Christine MacDonald, Director

Noreen Steinacher MSW RSW, Chair
The Meeting Place Tobermory (TMP)
20 Centennial Drive, Box 147
Tobermory, ON N0H 2R0



January 31, 2020

Project Name: Building Social Capital to address Human and Economic Risks in a Seasonal Economy.

Working Project Name: SPARK - Seasonal Workers Spark Ideas (for Community)

Project Description:

The project focuses on understanding the impact of seasonal work on those working in the seasonal economy, who call the Northern Bruce home. The project is about identifying and building new and different resources to meet needs and address gaps, using knowledge from lived experience and multi-sector co-operation.

Objectives: (developed from best practices & evidence based research)

Use the 'Place Based Social Support Practice Framework' re-developed by TMP in 2017 as a guide to community intervention points. Adapted from community work done by the Region of Waterloo, Social Planning Division. (Submitted with original proposal)

Adopt a human-centered, design thinking facilitation approach to seeking community solutions. From the Tamarack Learning Institute.

Welcome and support seasonal workers to come to the 'table' and work together in small groups. Using engagement practices with those with lived/living experiences.

Facilitate strategies that 'link' and 'mobilize' local people and resources to address some seasonal work issues and unintended poverty in the Northern Bruce. Employ and train small group facilitators.

Develop ideas and local actions that might reduce risks for those working in the seasonal economy. Use the Innovation, Creativity, Entrepreneurship or 'ICE' design with small groups to strive for prototyping and testing of new ideas.

Identify new social capital investments; products, resources; future opportunities in the Northern Bruce over 2 years.

Process Milestones Achieved:

Funding for 2019 was announced July 2nd and funds received by TMP later in July. A work plan, including process milestones was developed by the project coordinator for the timeframe of September 2019 to January 2020. (See Attachment 1 Process Milestones for results)

Project Outcomes for 2019:

- 1) The Project was introduced to the community at a fall Open House at The Meeting Place in Tobermory and was mentioned in an editorial in the Tobermory Press.
- 2) Established a new name to better connect with seasonal workers and position the project among several interrelated community initiatives.
- 3) The project developed some key messages around inclusion, local expertise and the power of small wins. (See Attachment 2 'Post Card from Home')
- 4) Two small working groups or 'clusters' from Tobermory and one from Lion's Head are underway. Each cluster has at least 50% participation from seasonal workers and each group will work together for the next 4 months.
- 5) Each group has a facilitator; participants and facilitators have been oriented in the ICE method of small group work.
- 6) Two groups are already working on identification of unmet needs of the seasonal workforce to achieve greater 'understanding' and 'empathy' before starting the work of 'idea generation'. Lion's Head group may use a different starting point.
- 7) A committed group of project 'consultants' from 9 sectors of the community are ready to jump in and give input at small groups' request

Lessons Learned to Date:

Engagement of participants requires an element of personal relationship and trust with the person or organization seeking input. Keeping people engaged requires thought and outreach to identify barriers; having people share their skills early and put these in play. Some people will drop out. Be prepared to be flexible and ask participants who are thriving to introduce new people to the process.

2019 Budget

This is a two-year initiative for \$12,000 over 2 years.

Year 1 - \$6,000 approved with a request for a further \$6,000 for Year 2

Year 1 - Expense Commitments:

\$1,296.00	Facilitator wages (3)
\$3,600.00	Participant Honorariums (18)
\$402.71	Advertising & Communication
\$701.29	Additional costs arising to April 2020

\$6,000 Total

Attachments:

- 1 – Process Milestones Achieved
- 2 – 'Post Card from Home'