

The Town Team Playbook

ACT
LOCAL



Ideas, tips and tricks for
making positive change in
your place.

Doing^{co.}

Welcome!

We have created the Town Team Playbook to provide ideas, tips and tricks for making positive change in your place. We're here to help you to make it happen!



Explore the network and register as a Town Team via doingco.org

Get inspired

Book of Doing



The Book of Doing showcases 84 community-led actions to help create better connected communities and thriving places.

50 Quick Wins



The 50 Quick Wins Guide provides a simple recipe book to help you to create actions to improve your place fast.

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Creating a great place is something that everyone can contribute to.

MAKE IT HAPPEN

Why should you get involved?

Isn't this the Council's job?

Great places are loveable, not just liveable. And loveable places have the knowledge, care and contributions of local people. While local government professionals work hard every day to support thriving communities, community cannot be delivered as a service alone. When people are empowered to play a role, places become more connected, resilient and vibrant.

And it's not just good for places, it's good for people. When people are given opportunities to influence the places they live, work and play - even in small ways - something powerful happens. They build confidence, develop new skills, develop relationships and discover a deeper sense of connection and purpose.

Giving back and helping your community is also a way to benefit yourself and your family. Great places are also good for local businesses!

What is the Town Team Charter?

The charter is a shared story of what Town Teams are and how they are expected to act. It's a summary of the 'Town Team Way'. The movement is bigger than all of us!

The Town Team Charter

The Guiding Principles

1. Positive

Town Teams are positive influences in their community and lead by example. They foster a can-do culture and build beneficial relationships wherever possible.

2. Proactive

Town Teams are action-focussed and take some responsibility for improving their community and place. They help deliver actions, events or projects. They don't wait for governments or "somebody else" to do "something".

4. Inclusive

Town Teams are open and inclusive to all, including people who live, work, run a business, own property or visit their area. They celebrate diversity.

5. Resilient and Sustainable

Town Teams help to create resilient, connected and sustainable places for current and future generations. This includes environmental, social, economic and governance components of resilience and sustainability. They also help create healthy and vibrant 'places for people'.

3. Apolitical and Independent

This approach is beyond politics. Town Teams do not advocate for or align with political parties or candidates. They are independent from governments, but work closely and constructively with them. They work for the benefit of their communities, not for individual or factional advancement.

6. Integrity, Honesty and Respect

Town Teams and their members operate with integrity, honesty and respect at all times.



The Town Team Approach

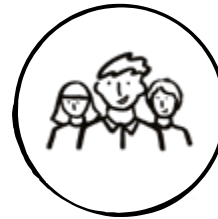
Town Teams are positive and proactive organisations that work collaboratively with their local government to improve a place or area.



The Town Team model is inclusive and open to everyone – businesses, residents, community groups and anyone keen to have a go.



Town Teams are open to everyone, including businesses, landowners and residents



They work positively with their local government



To improve a place or area



What is a Town Team?

The Town Team approach is a bit different because:

- It's about improving a place, not representing a particular interest (e.g. businesses, ratepayers or residents).
- The focus is on action, not advocacy.
- It's guided by the Town Team Charter - the Town Team way of doing.
- It's less formal, very open and flexible.
- It is a very decentralised movement.
- We're here to help, not to tell you what to do.

The Town Team approach is innovative, creative and fun!



A Town Team is:

• About improving a place or area

• Positive and proactive

• Action-focused

• Apolitical

• Inclusive and open to all

• Required to align with the Charter

• Creative, innovative and fun

• By the community, for the community

A Town Team is not:

• About promoting a group or interest

• Negative and reactionary

• Just about talking and advocacy

• Aligned with a political party or candidate

• Just for particular people or groups

• Operating without principles

• Overly formal, stuffy or hierarchical

• Controlled by a local government

It's free to join the movement and there are no membership fees.

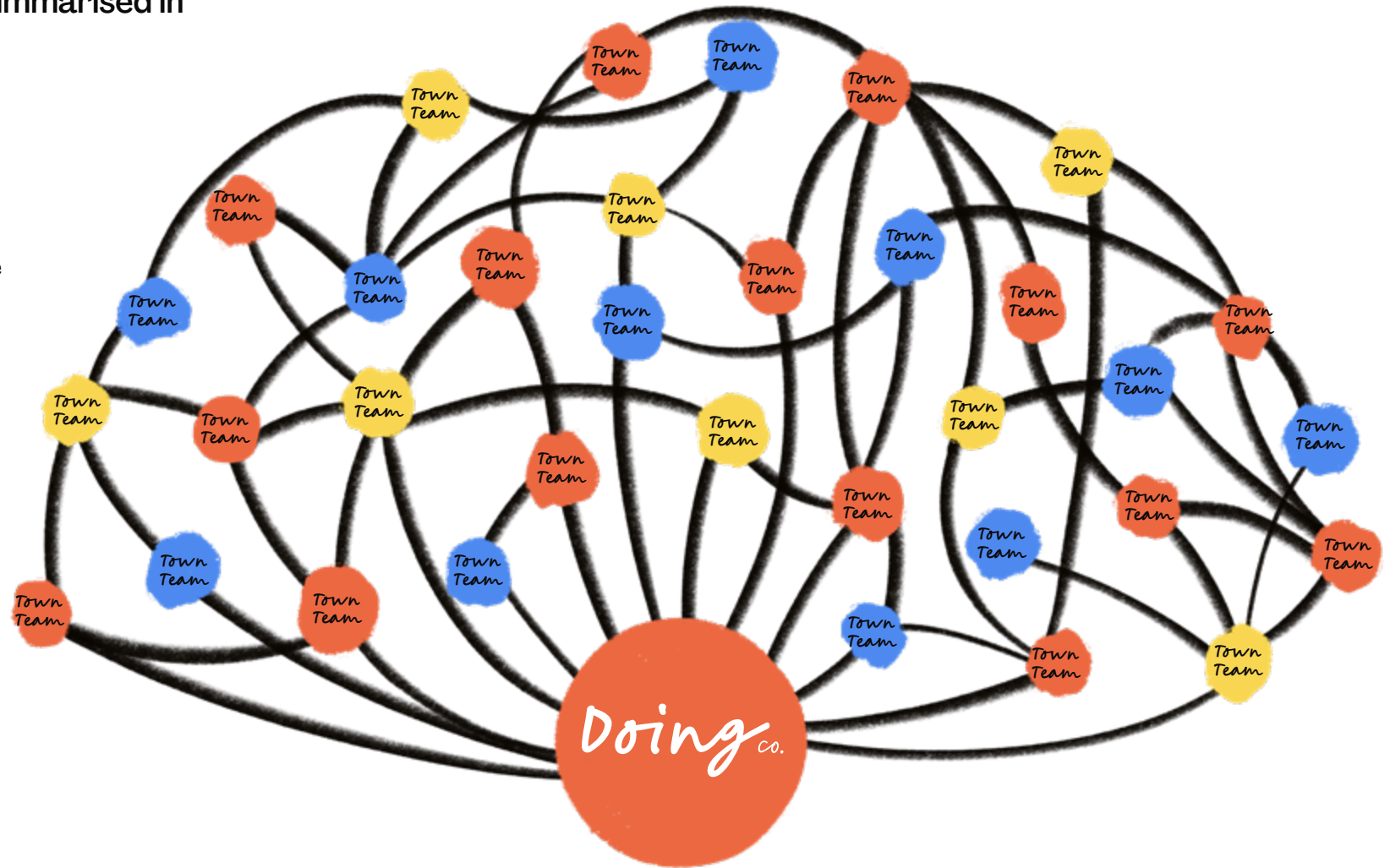
The only requirement to be a Town Team is to align with and live the Town Team Charter.

What the movement looks like

Our movement forms around a shared set of values, which are summarised in the Town Team Charter.

As an 'underarching' organisation, the Doing Co. inspires, supports, connects and promotes Town Teams from underneath.

We don't have formal power nor control over the independent Town Teams. We're here to help in an underarching way.



Getting started

01

Check out what other Town Teams are doing by visiting doingco.org

02

Start by doing one of our 50 Quick Wins.

They're easy, fun and very low-cost or free. You can try these before or after you become a Town Team!

The most important advice we can give is to get started on something, no matter how small.

03

Start small and build slowly.

Small actions are a great way to build confidence and momentum.

There are two reasons for this:

1. Doing an action will help to build your confidence and experience.
2. We are all learning as we go. You will be more likely to attract other positive people if they can see that you are a doer, not just another talker.



04

Get in touch.

We're happy to answer questions and help you along the way.

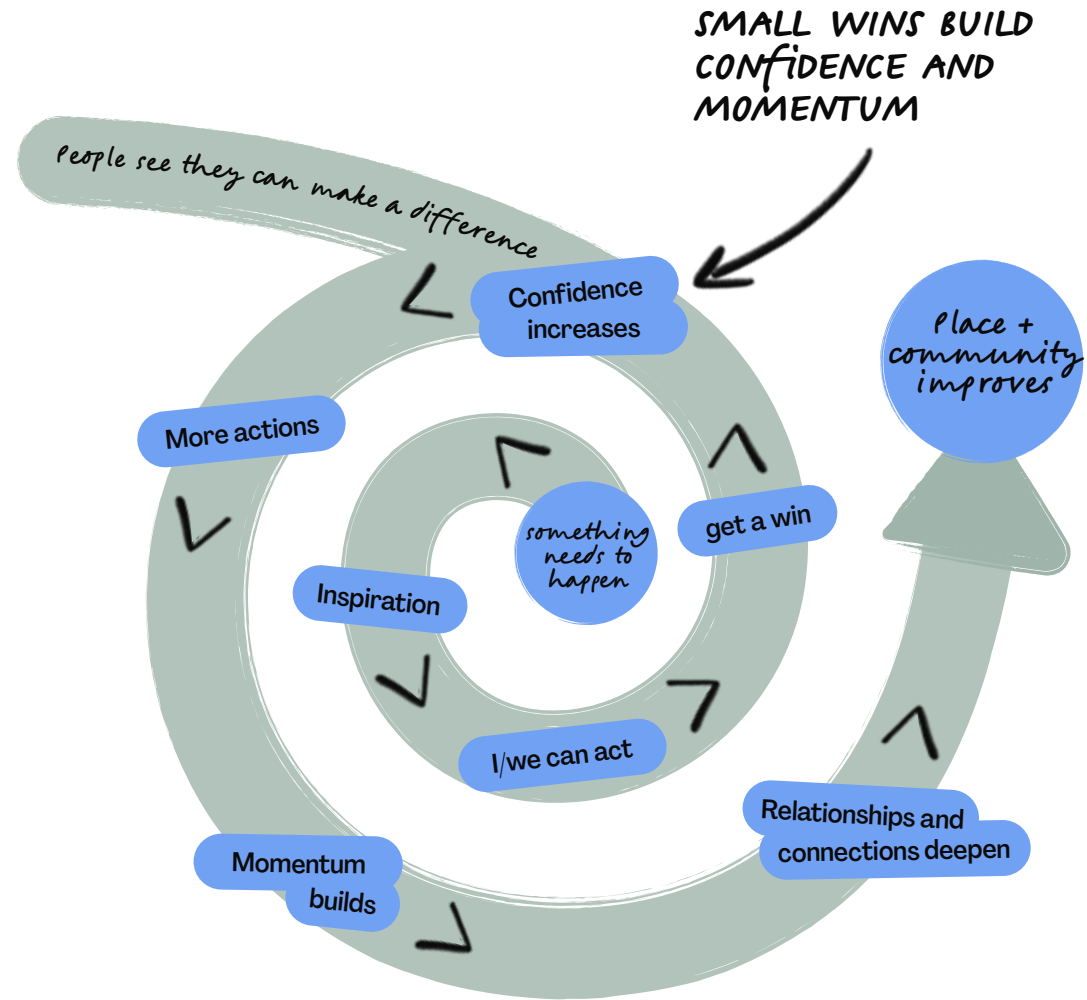
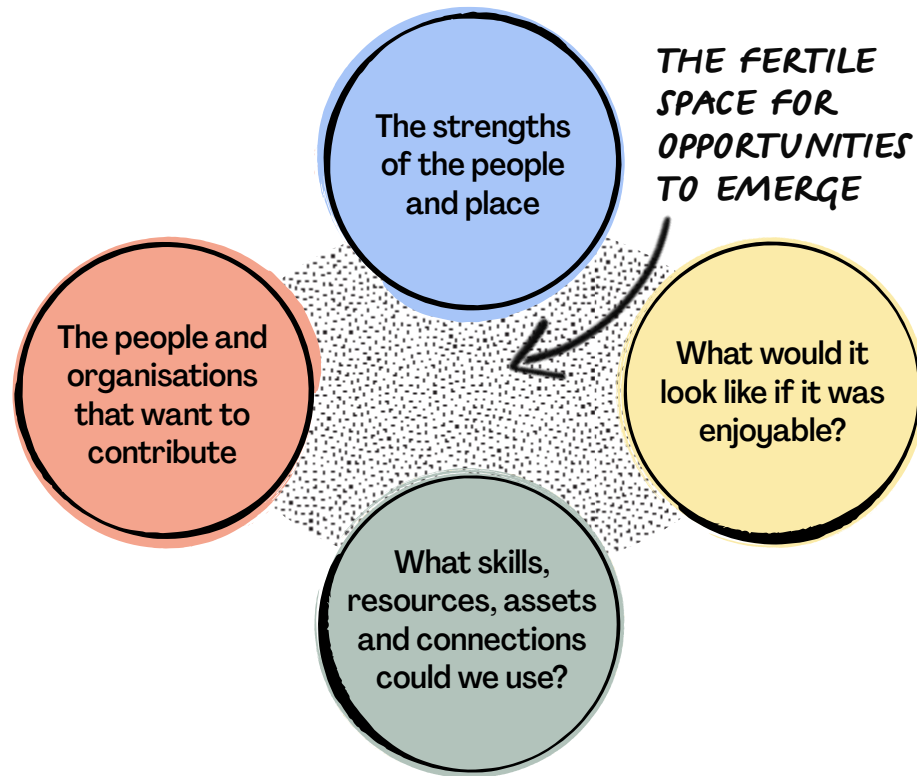
Our Top 10 Tips

1. Don't wait around for "someone else" to do "something". Help to make it happen! Get started on something small or big.
2. Have a go, learn new things and find other positive people by taking action.
3. Passion is a powerful force to mobilise. Don't ask people what they want to see done, ask them what they want to contribute.
4. Find the roles that energise you.
5. You don't have to do it all – enable others to act.
6. Start with what you have.
7. Embrace the lack of money. It can generate more creative ideas.
8. Find ways to turn challenges into opportunities.
9. Be innovative, creative and playful.
10. One action done is worth 100 ideas.

Tips for creating action

It's tempting to begin by trying to fix the problems in the area. If you are confident and well-resourced, then give it a go!

We think a more creative and effective approach is to start with what you already have.



Many small wins, one after the other, can make big changes to a place!



Get started
on an
action.

No matter
how small.

How to work with others

Every place and every group of people are different. What works in one place doesn't necessarily work in another. Here's some things we have learned along the way in working with others.

Visit our Ask Us section online for tips on how to:

Find different ways for people to contribute

The graphic on the next page provides some potential roles for people to play. Find ways to connect what you or others are passionate about with your group's purpose and the positive vision for the place.

Motivate volunteers

Some more tips on how to motivate people to get involved.

Work with local governments

Some tips on how to engage and work with local governments.

2 reasons why people may not get involved:

1. They don't want to overcommit or feel overwhelmed. They might already be stressed and they don't want to feel that they are letting people down.
2. They don't want to disappoint people. They may feel their efforts are too small or they are not qualified and won't make any difference.

Try to avoid these!

Some tips to find doers

1. One of the best way to attract positive people is to be out there doing positive things and setting an inspiring example.
2. Have inspiring vision, purpose or story to get their attention.
3. Ask for help - don't ask for volunteers. People want to help, but they do not want another job. The word 'volunteer' sometimes puts people off.
4. Make them feel part of it and introduce them to people when they arrive.
5. Be clear about expectations and do not ask for more. If possible, let them choose how they want to help. For example, ask for help for 2 hours to do X between 12pm and 2pm.
6. Recognise and appreciate their contributions. A personal "Thank you" will usually do, although a hand-written note or small gift could be good for outstanding efforts.



Finding ways for people to contribute

Some Town Teams are formally structured, with a Chair or President, Treasurer etc. Other teams are informally structured.

Either way, we encourage all members of a team to think of themselves as a 'doer' and a contributor in some way. Here is one way to discover how you and other people might be able to contribute.



Potential Roles in a Town Team

Some potential ways to use your interests and skills to contribute to a positive community group

WHICH ROLE ENERGISES YOU?

Knowledge Holders

Know people, the history, and the place

Dreamers

Have a vision and story to energise people

Inspirers

Motivate others to believe that they can make a difference

Cheerleaders

Cheer and celebrate ideas + actions

Leaders

Lead and inspire others to follow them

Communicators

Tell the story and spread the word

Connectors

Recruit people and build relationships

Enablers

Create opportunities for others to act

Drivers

Take responsibility to lead a project

Listeners

Listen learn and remember

Doers

Have a go and make it happen

Fundraisers

Chase funding opportunities

EACH ROLE IS IMPORTANT

How to create better places

We provide free training for Town Team volunteers and paid training and resources for professionals.

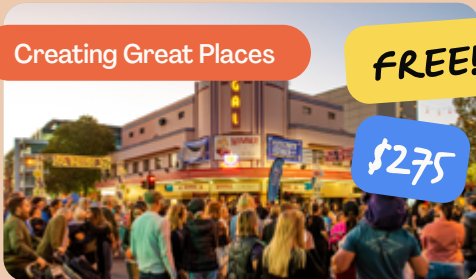
Here are some examples.



This free course provides a very quick introduction to placemaking in 12 minutes! It includes key ideas and examples. [More info here.](#)



Ideas, tips and activities for starting or progressing a positive and proactive community group. \$80 for professionals, free for Town Team volunteers. [More info here.](#)



This course will teach you the most important concepts in placemaking, plus the practical, street-level secrets. \$275 for professionals, free for Town Team volunteers. [More info here.](#)

*Town Team volunteers can email hello@doingco.org for further information on how to access the courses for free.

Placemaking is a philosophy and an iterative, collaborative process for creating public spaces that people love and feel connected to.

It is a mindset, an attitude that brings people together to create positive changes in a place or area. It aims to improve not only the physical elements of a space, but also the way people think about and connect with the world around them.

It aims to create places for people to connect, participate and thrive - 'social habitats'. It's also very beneficial for local businesses.

Find out more at: www.placemaking.education



“The imagination, the sweat, the enthusiasm, and the efforts of its people are the greatest resource that any place has.”

Marcus Westbury

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Go to doingco.org
if you'd like to know anything else.
You can find it in the Ask Us section.

Or send an email to hello@doingco.org

Groups of
people can do
amazing things
when they work
cooperatively
together.

Doing co.