

## What you can expect

One of the great challenges for local government in the twenty-first century is to develop a culture of ongoing and pervasive community engagement.

It is widely recognised that engagement and connection are essential preconditions for healthy and sustainable communities and effective and democratic governance.

How might one recognise community engagement?

- Overflowing public meetings
- Massive voter turnout
- Vibrant public spaces
- A strong volunteer culture

No matter how determined the agency might be, these things won't happen without the enthusiastic interest of communities. They have to **want** to be there.

What are the likely sources of such motivation?

Obviously, a belief that their presence/action is likely to make a difference, but underlying even that is an expectation that participation will be ENJOYABLE.

Jon outlines the theories behind our current understanding of the importance of community engagement and explores the many practical initiatives that can be taken to achieve greater levels of involvement and connectivity.

## BOOK NOW

Contact Jon to discuss timing, arrangements and costs for a Jon Hawkes presentation

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Email: [jonhawkes@bigpond.com](mailto:jonhawkes@bigpond.com)

BLOG:

<http://www.fourthpillar.biz>

LIBRARY:

<http://community.culturaldevelopment.net.au//index.html>

### Order the 4<sup>th</sup> Pillar

*You can purchase The Fourth Pillar of Sustainability: culture's essential role in public planning from*

*Common Ground Publishing:*  
<http://thehumanities.cgpublisher.com/product/pub.61/prod.1>

## THE KEYS TO COMMUNITY ENGAGEMENT

### Unleash

the creative capacities of your communities

### Transform

diversity from problem to asset

### Enliven

your streets and parks

### Inspire

your young

### Energise

your elders

**Jon Hawkes**, one of Australia's leading cultural thinkers, presents a ninety minute insight into the importance and challenges of engagement and ways of effectively facilitating its growth in communities

***Designed specifically for senior local government decision-makers***

### ... and if you want more ...

Jon's presentation can be followed up with:

#### **Workshops for staff & communities**

designed to guide a way through the ideas and processes that can be used to practically address implementation strategies.

Beyond community engagement, Jon offers

#### **Seminars**

on a range of related topics including

- prioritising arts policy
- designing cultural service systems
- developing indicators
- cultural planning

He is also available for

#### **Consultancies**

on utilising cultural initiatives to enhance inclusivity, citizenship and active participation.

Arrangements can also be made for him to build a relationship with a Council through which he is available to offer

#### **Ongoing advice**

on matters that would benefit from external and objective input.

### Jon Hawkes

Jon wrote the groundbreaking *The Fourth Pillar of Sustainability: culture's essential role in public planning* in 2001. Since then, 'fourth pillar thinking' has spread worldwide, with Jon making presentations in the USA, Canada, Spain and New Zealand.

He is the Resident Cultural Analyst with the Cultural Development Network of Victoria, was Director of Community Music Victoria (01-08), a Fellow of the Community Cultural Development Board (Australia Council) (04-05), Director of the Australian Centre of the International Theatre Institute (91-98), Director of the Community Arts Board of the Australia Council (82-87) and was a founding member of Circus Oz and the Australian Performing Group (Pram Factory).

His practical experience, from on-the-ground arts development through to the highest levels of policy formulation, makes him uniquely qualified to offer an integrated view of the function, value and practical application of the arts in community contexts.

His long-standing commitment to advocating for publicly facilitated opportunities for all people to actively participate in making their own culture has informed all his professional activities.

### Testimonials

*'His document 'The Fourth Pillar' is recognised as a masterpiece for local policy making'*

Jordi Pascual  
Manager, Cultural Commission, United  
Cities & Local Government, 2009

*'A brilliant conceptualiser'*

Donald Horne  
Into The Open, 2000

*'A cultural guru'*

Frank Panucci  
Director, Strategic Development for  
Community Partnerships  
Australia Council