



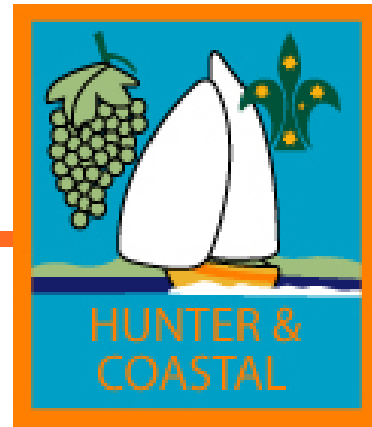
Hunter and Coastal Region Experience

Greater Western Sydney
2nd February 2014

Steve Fernie: Regional Commissioner
Hunter and Coastal Region, NSW.

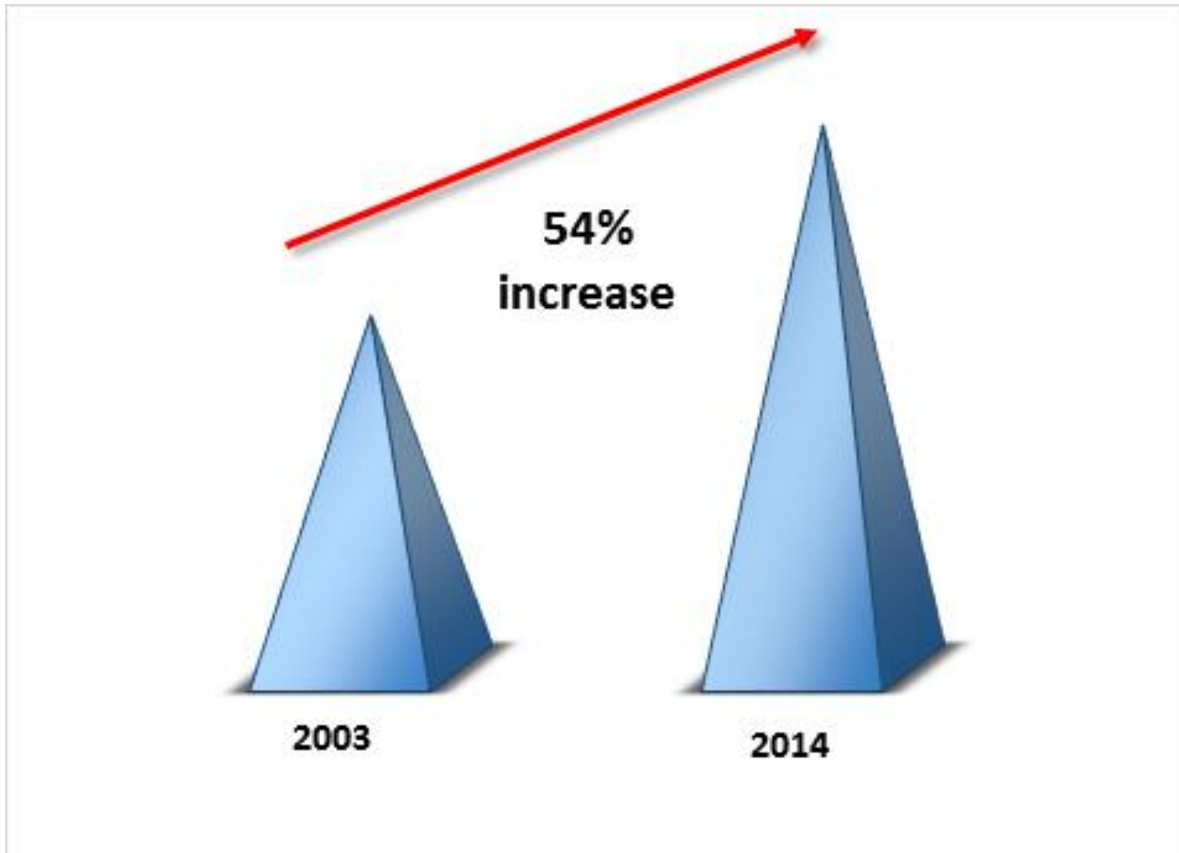
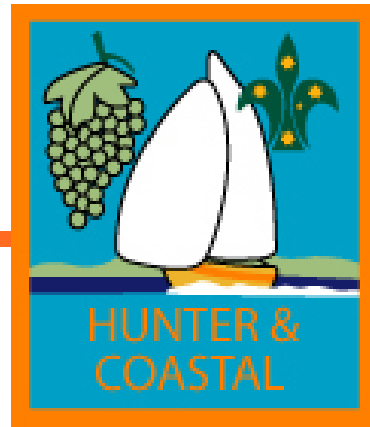


Background



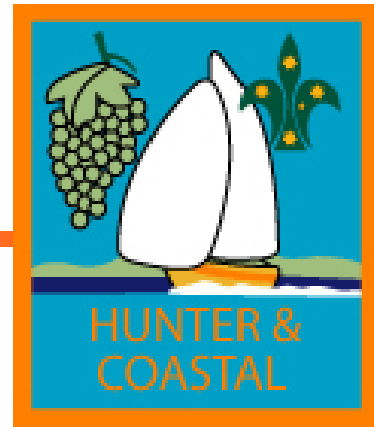
- **Member of the Scouting Movement since 8 years of age**
- **As a youth Member completed Queen's Scout Award, Baden Powell Award, and the Gold Duke of Edinburgh Award.**
- **Became a leader at 18 years of age.**
- **Remained active as a leader for 41 years.**
- **Held various sectional appointments.**
- **Group Leader for 7 years**
- **District Commissioner for 15 years**
- **Deputy Regional Commissioner for 2 years**
- **Regional Commissioner for 11 years**
- **Now 59 years of age**
- **Profession: Self employed Plumbing Contractor 43 yrs**

Region Growth





What I want to share with you today...



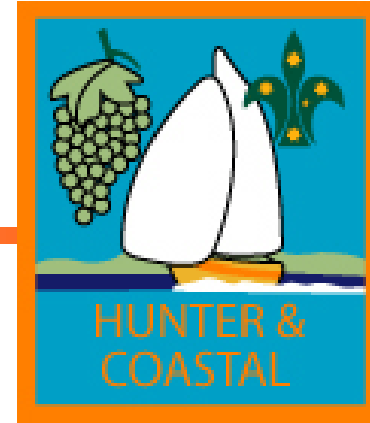
Our Region's growth.

- **How we went about achieving this?**
 1. Figured out where we were.
 2. Figured out what we needed to think about.
 3. Making it Happen – *the what & some more than ever before.*
 4. Making it Happen – *the how.*

Summary & Conclusion.

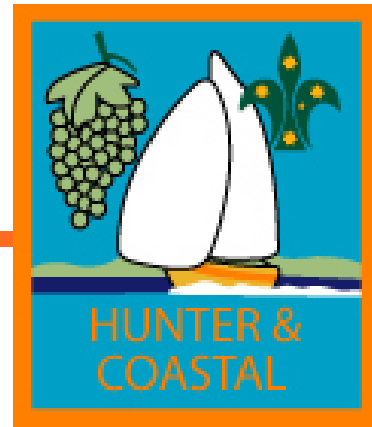


Just for Starters

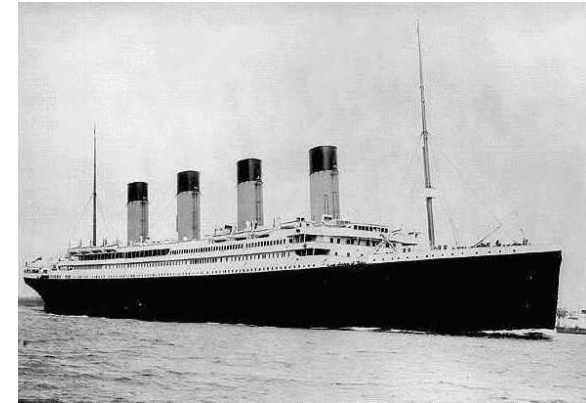


- There is nothing in this presentation that comes out of a text book.
- The only place success comes before work is in the dictionary.
- This presentation encompasses ideas and methodology for Region, District & Group. It may be tackled as all inclusive. One simply doesn't function successfully without the other but I'm not suggesting we have the monopoly on wisdom. We are always trying to improve. You get it right and then you have to get it right again & again & again.

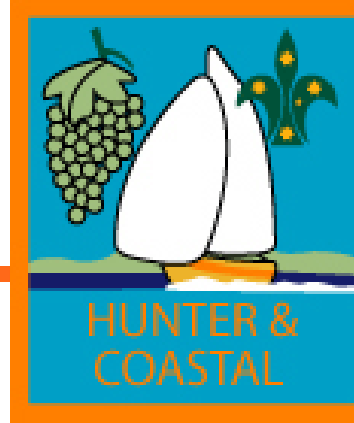
1. Figured out where we were



- × Lots of groups were in the intensive care unit.
- × Reaction had been to just shift things around – *like deckchairs on the Titanic.*
- × Groups needed support to survive that was proactive.
- × Groups needed help before they reached crisis stage



2. Figured out what we needed to think about.



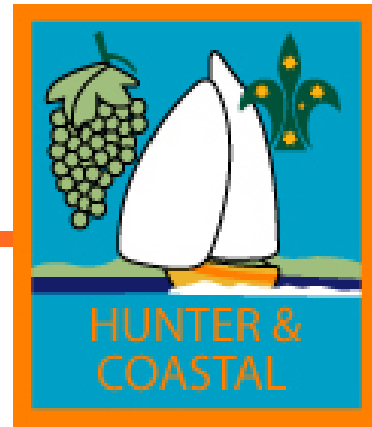
- We needed a range of initiatives and infrastructure in place to support Groups
- We recognised people are time poor – we want to make sure we make the best use of people’s time by providing knowledge, information and methodology.
- “Do unto others as you would have them do unto you”
- if we (Region) look after the Leaders (DCs, Groups) then they in turn can look after the Youth members and provide the best program
- **GOYA** – Be action oriented, no-one else will do it for us!



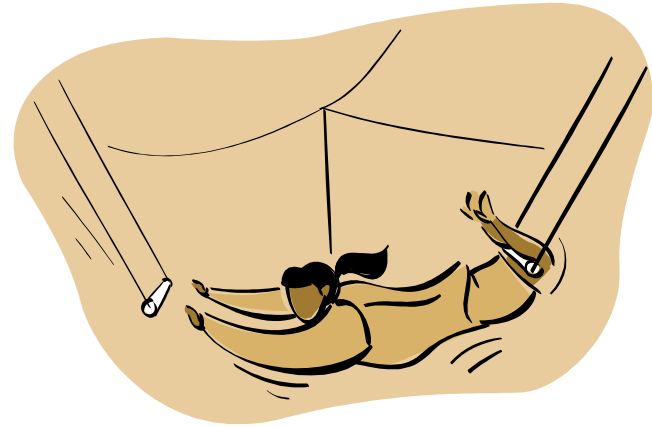
Making it Happen

The What & More

But first some more observations about
behaviour



1. Yo Yo effect
2. Scrap books
3. Trapeze Artist
4. Violin Playing
5. Hole in bucket

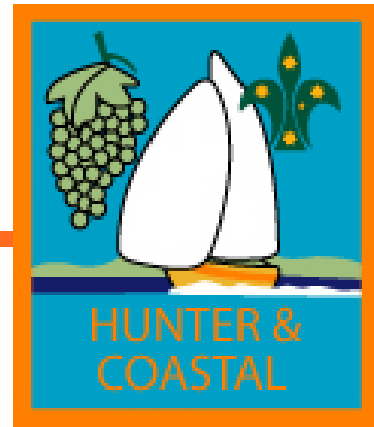




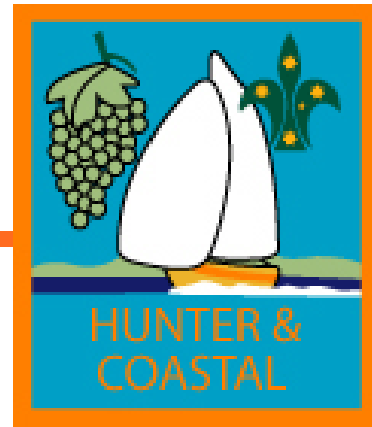
My Fundamental belief is

There are three sorts of people

1. Those that make it happen
2. Those who watch it happen
3. Those that say, what happened?



What do we do?



1. School promotions – and training of same
 2. Have a Mascot
 3. RAT strategy (How does it work?)
 - Consistency
 - Drawing groups to a sustainable
- Commitment with plenty of follow up
& must come back with substantiated
Action plan





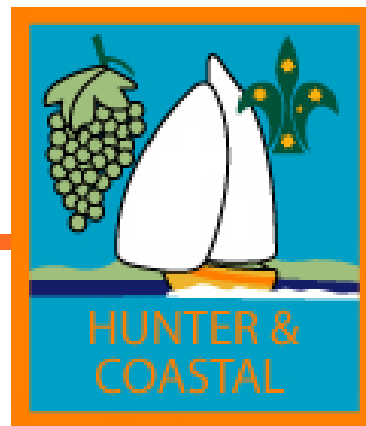
4. Constant monitoring of numbers – get to them before crisis



Central Coast Lakes	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	12 months		1 month	
														%	Diff	%	Diff
1st Berkeley Vale	44	45	45	35	39	40	44	45	45	43	43	43	46	5	2	7	3
1st Budgewoi	59	59	64	67	60	62	62	67	67	67	67	76	76	29	17	0	0
1st Erina Heights	43	43	44	45	45	46	34	34	37	34	35	33	34	-21	-9	3	1
1st Gwandalan	36	36	36	27	27	26	26	26	26	25	24	24	22	-39	-14	-8	-2
1st Kanwal	97	97	92	100	104	96	98	98	94	96	97	101	90	-7	-7	-11	-11
1st Manning Park	43	43	39	39	54	59	60	60	60	56	58	58	47	9	4	-19	-11
1st Terrigal	39	39	33	32	33	37	39	39	44	44	47	51	49	26	10	-4	-2
Toukley/Haven	17	15	20	21	25	25	23	21	23	24	28	23	26	53	9	13	3
1st Tuggerah Lakes	42	42	35	32	38	36	39	35	36	37	37	43	40	-5	-2	-7	-3
1st Tumbi	40	41	37	39	40	49	49	49	40	41	42	41	40	0	0	-2	-1
1st Wyong	32	32	29	28	29	32	32	31	30	29	29	32	30	-6	-2	-6	-2
District Totals	492	492	474	465	494	508	506	505	502	496	507	525	500	2	8	-5	-25
Gosford																	
	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	%	Diff	%	Diff
1st Avoca Beach	74	74	73	75	75	77	78	80	74	77	77	78	74	0	0	-5	-4
Kincumber/Bensville	40	40	37	37	40	41	41	40	43	43	43	45	40	0	0	-11	-5
Broken Bay	99	99	99	84	91	91	83	87	83	83	83	85	78	-21	-21	-8	-7
1st East Gosford	71	71	73	65	68	63	62	62	64	64	64	65	69	-3	-2	6	4
1st Gosford	59	60	59	65	65	66	67	68	63	68	69	69	70	19	11	1	1
1st Kariong	75	75	67	65	67	61	61	61	63	64	65	66	60	-20	-15	-9	-6
1st Narara	47	47	47	41	42	43	42	43	41	35	35	42	44	-6	-3	5	2
1st Ourimbah	61	61	55	53	57	56	54	58	56	55	58	58	59	-3	-2	2	1
Peats Ridge	48	49	47	46	45	46	46	47	46	50	49	50	48	0	0	-4	-2
1st Point Clare	31	31	34	36	39	45	51	51	37	37	44	45	42	35	11	-7	-3
1st Woy Woy	28	28	36	36	37	32	29	29	30	32	32	42	43	54	15	2	1
1st Wyoming	46	46	47	47	46	48	47	48	44	44	44	43	44	-4	-2	2	1
District Totals	679	681	674	650	672	669	661	674	644	652	663	688	671	-1	-8	-2	-17



5. Massive Public Exposure
6. Recruitment and retention strategies – extended to 15th April every year. What are we doing this year?



Welcome back in the New Year.

*If your Group maintains its numbers between 1st December 2013 and 15th April 2014 every member will receive a **fantastic ribbon and sticker** and Groups who increase their numbers will go into the Draw to win **\$500 cash**

Your Current Number

7. Region Road Show

8. Major Region Events

- BP Birthday Bash
- GAS – family camping
- Cuboree
- Venture
- Joey Fun Day
- Corroboree



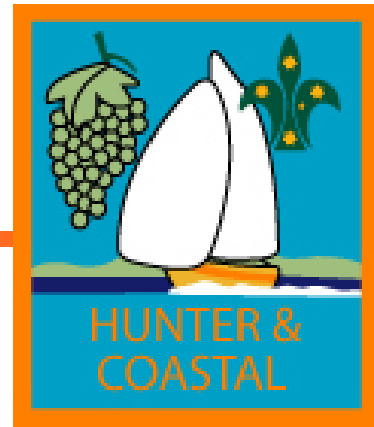
9. Major Region Training Events

- **M.O.S.C every two years – includes topics such as:**
 - **Issues Management**
 - **Budgeting**
 - **Citation Writing & Promotion of your group**
 - **Welcoming kits and first impressions**
 - **Theme Based (2012 was Christmas in July, 2014 is International theme)**

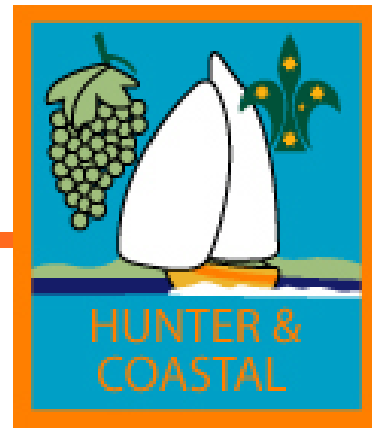




10. GET SMART



- **GET SMART – this year first time**
- **Getting**
- **Essential**
- **Training**
- **Skills**
- **Management**
- **Assistance**
- **Resources**
- **Tips**



11. Communication via two way telephone calls – not email.

12. 1 – 2 – 1 Training - With flexible training arrangements to suit individual requirements

13. Consistency in Communication and decision set at all levels

- The standard you set is the standard you walk past**

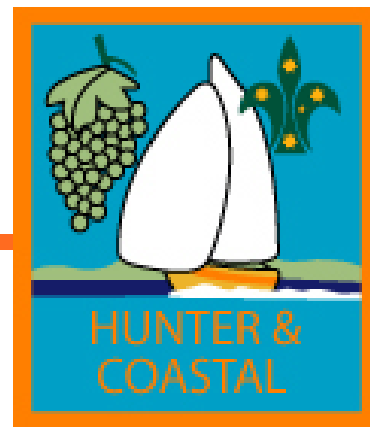


Prompt payment of AMF & Quarterly Billing

Methodology to achieve same otherwise it's just a distraction to all

15. Support on Property Issues

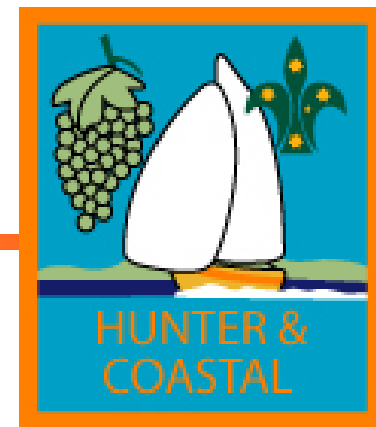




16. Welcoming Kits – includes term program

17. First Impressions

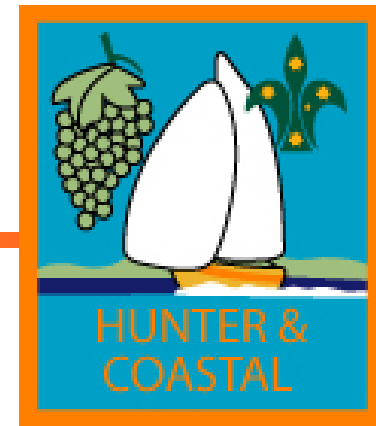
The “right” people – you don’t get a second change to make a good first impression



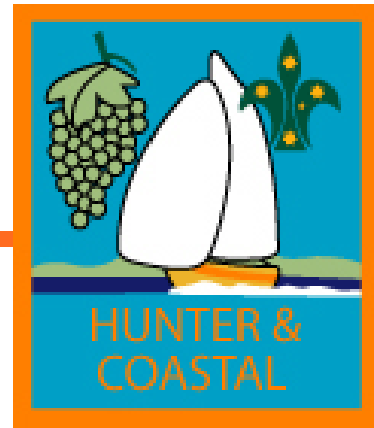
18. **Upfront parental expectations – what we expect from them and what they can expect from us from day one.**
19. **Perseverance to chase the “right people” and how to do same – including sleeping on their verandah & dealing with rebuff lines.**
20. **Change location of meetings – keep it exciting with some “classy” venues. The atmosphere has to be right. Move around the Region.**
21. **Development – should be number one item on all agendas: Region, District & Group – not just when you’re in trouble. Be proactive with development.**

22. **Major Region Promotion days ie
Australia Day and World's
Biggest Sausage Sizzle**





- 23. Member Support – incident reports, sickness, personal issues, bereavements etc.**
- 24. Program planning days – structured program in districts. How to go about this.**
- 25. Media contact – our media boom**
- 26. We are the contractor**
- 27. Resources re organisation. Be willing to move people into other roles to achieve right outcomes.**



28. Changing dynamics at all levels.

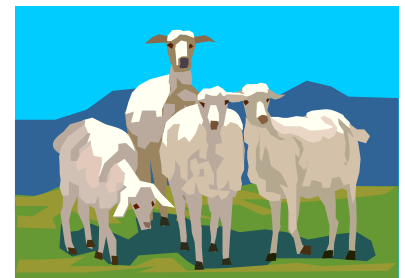
“You can’t pull your socks up if you have none on!”



“A team of sheep lead by a lion will beat a team of lions lead by a sheep”



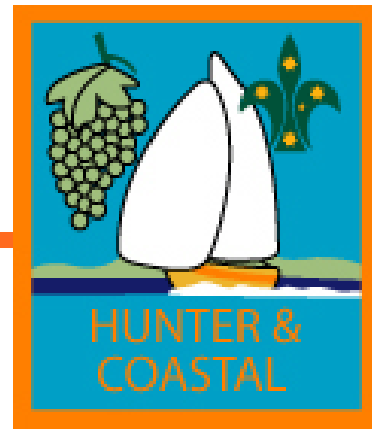
One person can make the difference



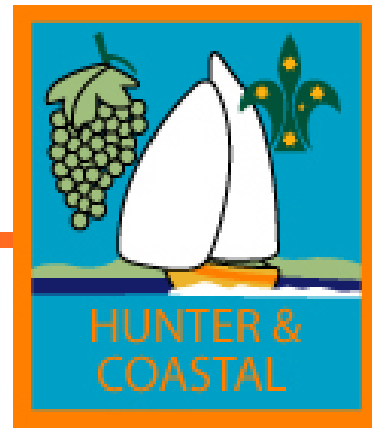


4. Making it Happen *(the how)*

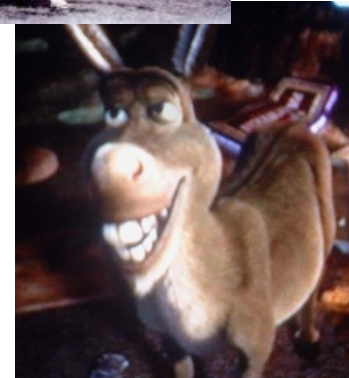
- ☺ **Joey Chat line**
- ☺ **Help DCs make tough decisions, RC can be 'bad cop'.**
- ☺ **Overview of the Region – *like a bathroom renovation.***
- ☺ **Implementation of Joey Mobs through Region visits.**
- ☺ **Scout to Venturer Strategy.**
- ☺ **Constant DC communication – mind set that platitudes and unsubstantiated claims don't work.**
- ☺ **Dynamic Region Website – daily update of program material.**
- ☺ **Credit card facilities.**



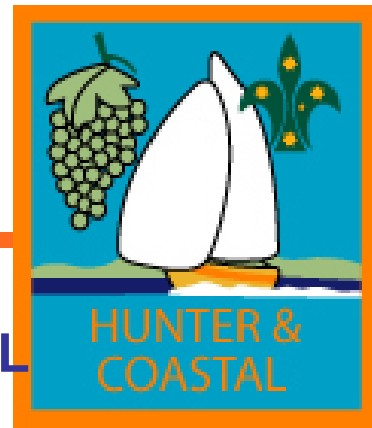
4. Making it Happen *(the how)*



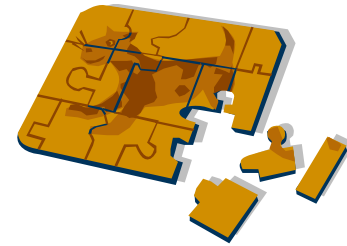
- ✓ Promises – don't promise Phar Lap and get Donkey.
- ✓ Do what we say we are going to do.
- ✓ Review all minutes and look for gaps.
- ✓ Seek invitations – be proactive.
- ✓ Critical to recognise Leaders are in Scouting to get some satisfaction themselves – Leaders' personal satisfaction is paramount to survival.
- ✓ Activities online – ensuring program quality (Recruitment drives, Promotions, Static displays, Material to the frontline leader).

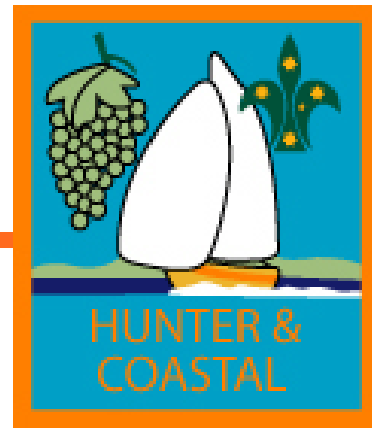


Summary



- ***There is no one bullet to fix things*** – put it ALL together. Get the 1% things right.
- ***Be proactive*** - spot the problems before they become too large
- ***Be customer focused***
 - Look after the leaders so they can look after the kids and deliver the best program.
 - Look at what can be done to make it easier for the frontline
 - Provide major events for all to attend
- ***Work hard at communication*** - do not rely on mails outs or email. Talk to people, have the right meeting forums, use the phone.
- Have a Plan – and execute it

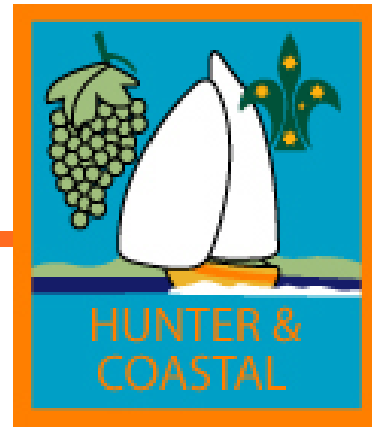




“This problem of communicating information and inspiration is, you might think, a very difficult one – actually the answer is very simple. We must have our pieces of paper, yes; and we must hope and expect them to be read....but that is not half the answer. The only sure vehicles we have in Scouting are our energetic bodies and our inspired minds distributed by personal contact....So the answer is more personal contacts and less circulars”

When do you think this was written???

Conclusion



- *The growth figures show that the methodology is successful.*
- *What I have outlined today has worked for us.*
- *I believe it can work for you, that this trend can be replicated, recognising that each Region has its own unique geographic and demographic requirements.*