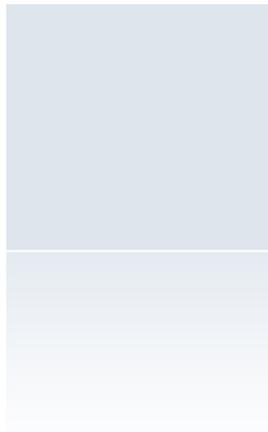


Callister Media Snapshot

**COMMUNITY ENGAGEMENT/PROJECT MANAGEMENT:
Noosa Creative Alliance**



Libby Callister from Callister Media and Communications project managed an innovative and entrepreneurial program in Noosa Heads, Sunshine Coast, called the Noosa Creative Alliance (NCA).

The NCA was developed in 2007 as a partnership between Stockwell Developers, The Creative Class Group and the Sunshine Coast Regional Council and supported by the Department of Tourism, Regional Development and Industry. Whilst the program was developed by Richard Florida's Creative Class Group in the United States this was the first program to be initiated in Australia.

The Noosa community has been working towards the emergence of a creative knowledge economy for a number of years and this program was to assist the Noosa region with these goals. The \$1.1M Strategy was both innovative and ground breaking for Australia.

As project manager it was essential to balance competing stakeholder expectations and ensure it was in keeping with the vision of Queensland as the Smart State, Australia as a Knowledge Nation, and in line with the Sunshine Coast Regional Economic Development Strategy – identified as critical to the future positioning, development and diversity of the Noosa Economy.

A key component of the Noosa Creative Alliance was running a creative Communities Leadership Program which aimed to change the thought leadership of community leaders and give them necessary framework and tools to make Noosa a more vibrant and competitive community and generate greater economic prosperity in the region.

Initially Libby Callister, in conjunction with the Creative Class Group, ran the first of a series of seminars to educate and empower the community.

These seminars were:

- **Data Driven:** identified strategic measurable goals from regional economic data and used these as the basis for community initiatives.
- **Transparent:** through public forums, alternative media, blogs and open meeting – to create and support community wide conversation and participation.

- **Engaging:** More regional prosperity requires more participation Engage new leaders in the work of community development and charges to bring even more people to the planning table.

- **Inclusive:** By age, race, lifestyle, job, neighbourhood and economic status.

- **Transferable:** The knowledge was used to support other initiatives and educate fellow community leaders.

- **Supported:** Through the partnerships, monthly reports and quarterly check-ins.

- **Networked:** Supported by Creative Communities Leadership Program worldwide to share ideas, resources and best practices.

As part of the CCLP, the Noosa Creative Alliance through Libby Callister called for applicants and selected a diverse group of 30 emerging community leaders to be catalysts.

The catalysts prepared by meeting each other, hosting focus groups, reading up on creative class theory, looking at current community practices and recording already established community projects.

Libby Callister in conjunction with the Creative Class Group facilitated a 2 day workshop with the 30 selected Catalysts. The workshop was designed to assist them to further understand the region's 4Ts, identify strategic economic goals and develop a framework of projects to engage their community. Libby facilitated meetings, community workshops and media with the catalysts over 12 months whilst they undertook their selected projects.

As a result of this project there was a shift in mindset within Local and State Government and the community. The Noosa Creative Alliance became a group which incorporated the creative communities on the Sunshine Coast. Central Queensland University was encouraged and supported to develop and grow a campus in Noosa Heads which today is growing from strength to strength.