

OUR TOWN'S  
**ICE FIGHT**

THERE'S NO PLACE FOR ICE

# What is Our Town's ICE Fight?



**A community government group coordinating ongoing activities and interventions to engage the Geelong community around the awareness and prevention of the impacts of ICE**

**Our focus is prevention not rehabilitation**

**Our activities are aimed at people of all ages and backgrounds**

**Our role is to support the community to find the best solutions to address this issue**

# Our Town's ICE Fight?



## OUR AIM

**By using our collective skills and energy we engage and unite our Local Community to address the issue of ICE usage and its effects in the community.**

**We will evaluate, adapt and replicate the process for future communities**

# Our Town's ICE Fight?

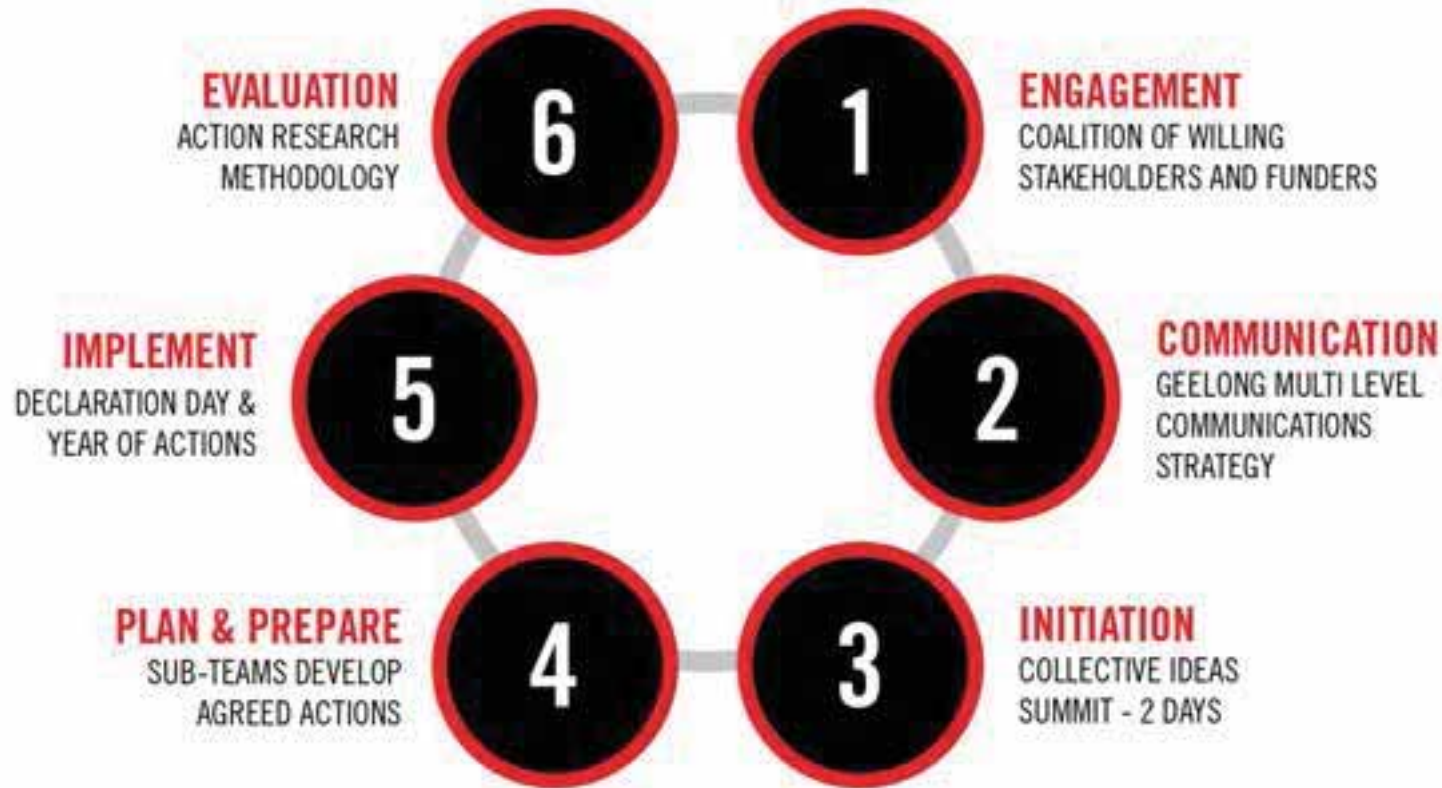


## OUR OBJECTIVES

1. Engage, educate and raise the awareness within the community of the impacts of ICE
2. Develop a high impact communication strategy for local use
3. Engage the key local stakeholders to engage in and support the cause
4. Target areas of greatest influence being Workplaces, Sport, Youth and Education
5. Implement and evaluate the collective impact model



# COLLECTIVE IMPACT MODEL - OUR 6 STEPS



# PROJECT PATHWAY

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AUG  
14-15

## TWO DAY COLLECTIVE IDEAS SUMMIT

- WITH LEADERS  
DECISION MAKERS  
& SUBJECT MATTER  
EXPERTS.
- SECTORS:
  - YOUTH
  - SPORT
  - WORKPLACES
  - Whole of  
Community
- Collective  
Approach and  
agreed Initiatives

SEPT  
OCT

## PROJECT PLANNING

- COMPLETE DUE DILIGENCE  
ACTION PLANNING IN  
PROJECT TEAMS
- REVIEW OUTCOMES OF IDEAS  
SUMMIT
- PROJECT MANAGEMENT
- EVALUATION FRAMEWORK
- PREPARATION AND  
RESOURCING BY PROJECT  
TEAMS
- MARKETING &  
COMMUNICATION ACTIVITIES
- AGREED CHECK IN PROCESS

NOV  
14TH

## DECLARATION DAY

- What form this takes  
is still to be decided
- COMMENCE ACTIONS  
AND INITIATIVES  
STEMMING FROM  
AUGUST IDEAS SUMMIT
- COMMENCE  
AWARENESS
  - YOUTH
  - WORKPLACE
  - SPORT

NOV  
DEC

## MOMENT TO MOVEMENT PART A

- QUICK STARTS
- RAISE  
AWARENESS
- MEDIA &  
COMMUNICATION  
ACTIVITIES

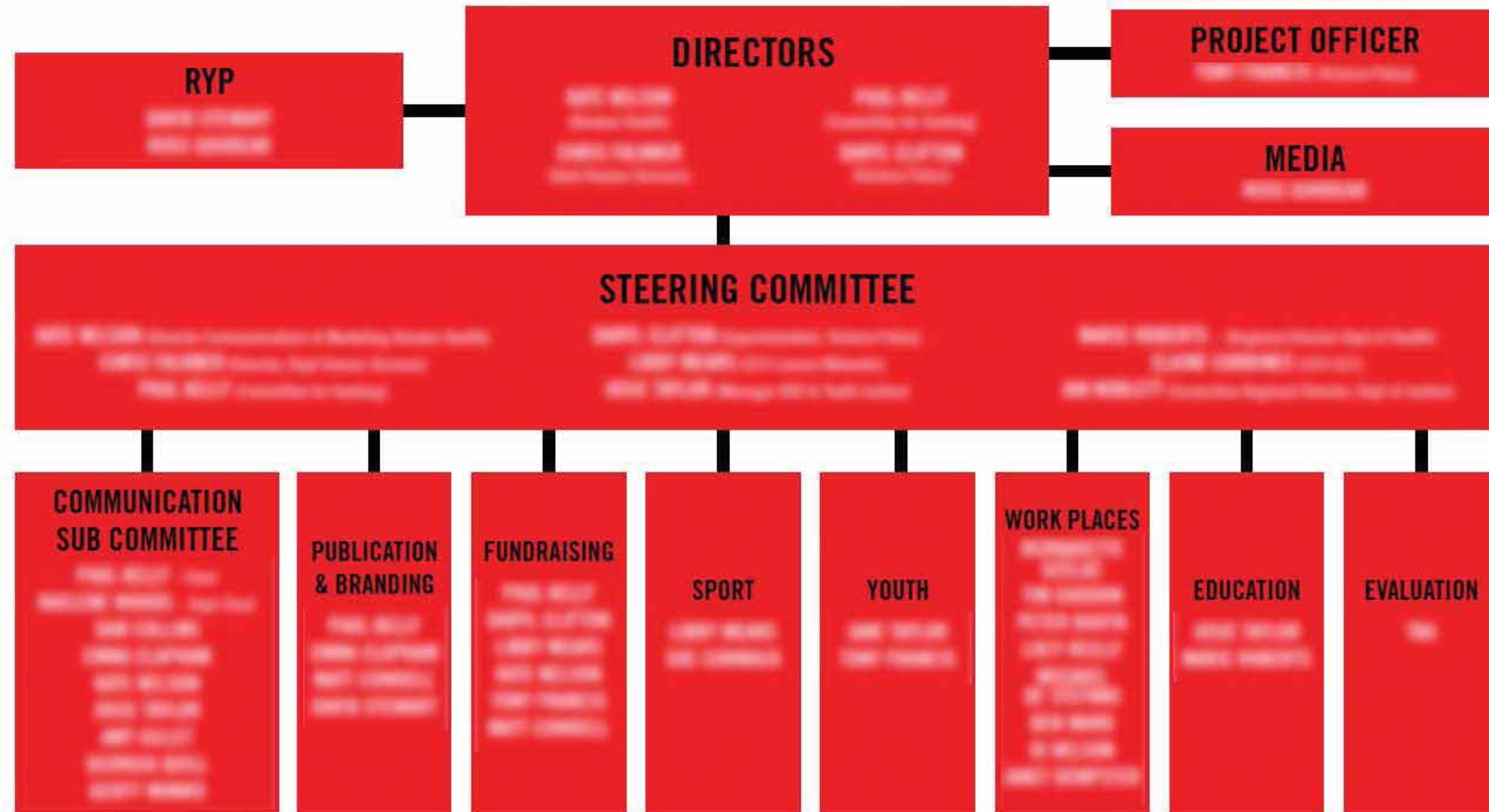
JAN  
JUN+

## MOMENT TO MOVEMENT PART B

- IMPLEMENTATION OF  
AGREED INITIATIVES
  - Jan – March
  - April – June
  - July +
- INITIATIVES
  - YOUTH
  - SPORT
  - WORKPLACE
- MEDIA &  
COMMUNICATIONS
- EVALUATION PROCESS



# GOVERNANCE STRUCTURE





A close-up photograph of a man's face, showing a look of intense distress or anger. He is holding his head with both hands, with his fingers visible on his forehead and temples. The background is blurred, suggesting an indoor setting.

**ERRATIC  
PARANOID  
VIOLENT**

**THERE'S  
NOTHING FUN  
ABOUT ICE**

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# WORKPLACES

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## WHO'S INVOLVED

Geelong Chamber of Commerce, Committee for Geelong members,  
Trades Hall, CFMEU, local business

## ACTIONS

### WORKPLACE CHAMPIONS

- Champions identified and engaged
- Champions trained and upskilled with information and resources

### WEEK OF AWARENESS

- Number of industries involved
- Delivered over 12 months
- Tailored approach to specific industry awareness

A large, dark silhouette of a person in a dynamic, athletic pose, possibly a boxer or fighter, with one arm extended forward and the other bent. The silhouette is set against a warm, yellowish background.

# A **LIFE** ON THE SIDELINES





# SPORT

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## WHO'S INVOLVED

Leisure Networks, AFL Barwon, Football Netball Geelong, Football Federation Victoria, Read the Play, G21 local councils, Australian Drug Foundation,

## ACTIONS

### CLUBS THAT CARE

- Embed and train welfare officers within clubs
- Develop strong governance structures for Club Committees and coaches
- Implement alcohol and drug policies that build and enhance a positive club culture
  - Deliver player and member education



**clubsthat***care*  
creating a great club





ICE CAN TAKE AWAY  
EVERYTHING

FRIENDS, HOPES,  
**LOOKS** & FREEDOM

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# YOUTH

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## WHO'S INVOLVED

Gforce, Barwon Tafe, GTEC, Local Schools, Local educators

## ACTIONS

### 36 HOUR CHALLENGE

- Year 9 / 10 students
- Working in teams
- Resilience and team building skills

### DRUG AWARENESS APP

- Interactive drug and alcohol policy for workplaces
- Drug and alcohol Induction for work sites

### YOUTH ICE SUMMIT

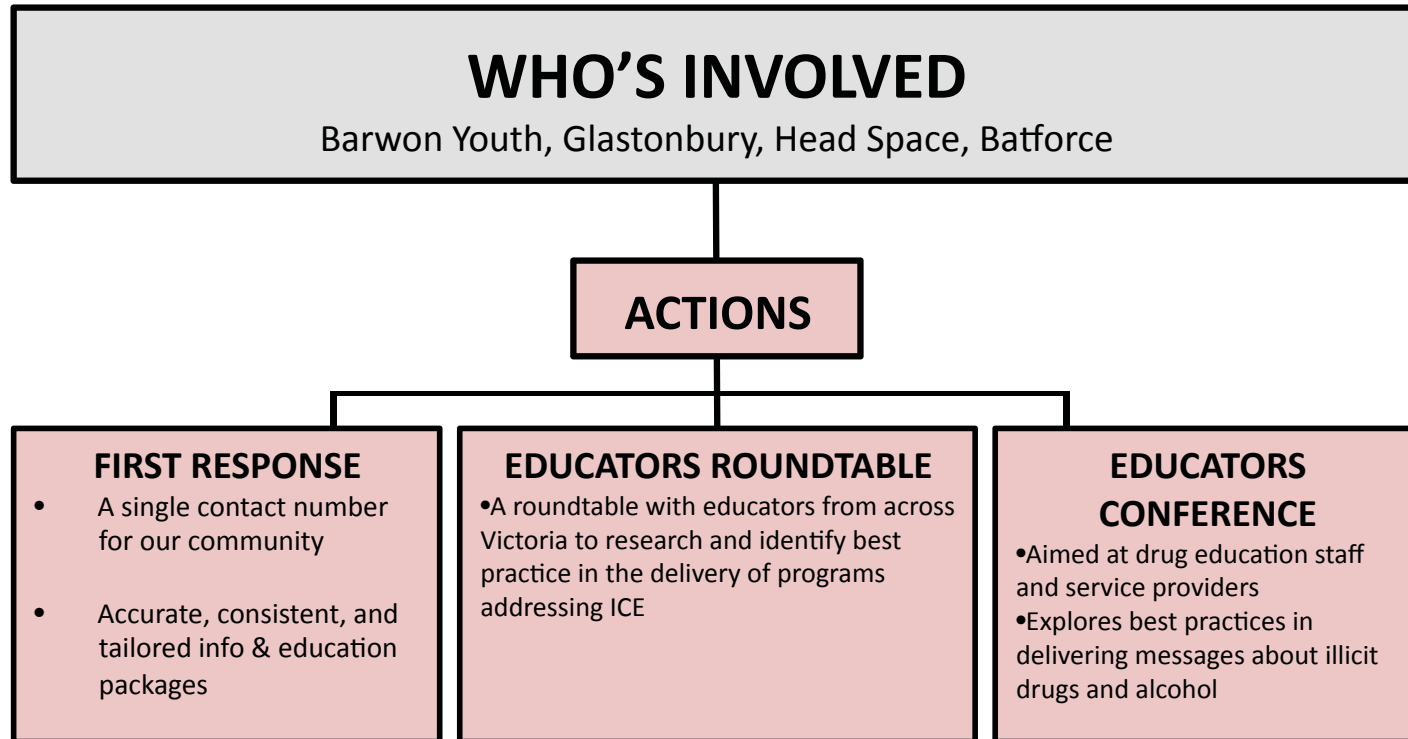
- A forum planned and facilitated by young people to talk about ideas and actions to raise awareness and impact illicit drug use





**ICE HAS NO BOUNDARIES**

# EDUCATION





# A YEAR OF ACTIONS

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Month	Action	Focus
Nov-2014	<ul style="list-style-type: none"> <li>Week of awareness for office related industries</li> </ul>	Workplaces
Dec-14	<ul style="list-style-type: none"> <li>Our Town's ICE Fight info session</li> <li>Construction industry week of awareness</li> </ul>	Community Workplaces
Jan-2015	<ul style="list-style-type: none"> <li>ICE theatre production script developed</li> </ul>	All
Feb-15	<ul style="list-style-type: none"> <li>Clubs That Care</li> <li>Real estate industry week of awareness</li> </ul>	Sport Workplaces
Mar-15	<ul style="list-style-type: none"> <li>Round table with educators to establish Education 'Best Practice' on ICE Programs</li> <li>Apprentices' week of awareness</li> <li>Builders/Tradies week of awareness</li> </ul>	Education  Youth Workplaces
Apr-15	<ul style="list-style-type: none"> <li>Youth ICE Summit</li> </ul>	Youth
May-15	<ul style="list-style-type: none"> <li>Drug awareness App for workplaces and clubs</li> </ul>	All
Jun-15	<ul style="list-style-type: none"> <li>Workplace champion engagement and training</li> </ul>	Workplaces
Jul-15	<ul style="list-style-type: none"> <li>ICE theatre production launch</li> </ul>	All
Aug-15	<ul style="list-style-type: none"> <li>36 hr Youth Challenge - Resilience and team building</li> </ul>	Youth
Sep-15	<ul style="list-style-type: none"> <li>ICE Education conference/ Community Expo 'Where to from here'</li> </ul>	All
Oct-15	<ul style="list-style-type: none"> <li>Workplace awareness/WHS week</li> </ul>	Workplace



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**“LET OUR TOWN REACH IT’S FULL  
POTENTIAL AND PREVENT THIS  
**UGLY** DRUG’S DEVASTATION.”**