

## Portarlington Community Email Tree terms of reference

### Objective

To provide a way for Portarlington community groups and organisations to share information, support each other and to promote community inclusiveness.

### Members

**What does it mean to be a part of this project:** *expectations for volunteers*

#### **Project management**

1. Review and refine the email tree.
2. Prepare reports to *The Port Report* committee.
3. Promote the email tree concept to other towns.

#### **Distribution**

1. Compile and forward the Tree fortnightly.
2. Source information useful for Portarlington community groups and recipients.

#### **Promotion**

1. Prepare promotional material to encourage more community groups to join.
2. Visit non participating community groups to promote the value of the email tree.
3. Help existing groups develop processes for distribution to group members.
4. Maintain and promote the Email Tree website.

#### **Project management**

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#### **Distribution**

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#### **Promotion**


#### **Convenor**

Elizabeth Turner
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### Scoping

**Aims** *why do we need it – what do we expect it to do?*

The email tree is a means for Portarlington community groups to share information about their activities, information sessions or promotional events; ask for volunteer help and share resources. The email tree supports groups through the inclusion of information about grants and skill development sessions. More general information benefits individuals.

The email tree is not used to further broader issues that don't have direct relevance to Portarlington residents such as global petitions or fund-raising; individual business promotions or promotions that are person specific (for example garage sales). The Email Tree cannot do background checks or clarify insurance cover for an event or activity not provided by a community group or organisation. Community groups will be satisfied their programs and convenors meet their insurance and probity requirements.

The email tree works because it's a clearly defined geographical area that readers can relate to. It's not a substitute for print media that rightly rely on advertising to cover costs.

An email tree that covered the northern Bellarine or indeed the entire Bellarine would need a paid coordinator and that means a fee for contributions. As the majority of small community groups in Portarlington could not pay, the purpose of the Portarlington Community Group Email Tree would be defeated.

Content determination remains a work-in-progress to avoid hypothetical 'what ifs'.

Groups that don't use the email tree should be approached to broaden information exchange.

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The aims of the community group email tree are:

1. To provide a mechanism for Portarlington community groups to share information with each other and the broader community.
2. To identify and share information from other sources that can benefit Portarlington community groups and the broader community.
3. To distribute aggregate information on a regular basis.

The Email Tree has the potential to be an information sharing blueprint for other small towns and this can continue to be promoted

### Background

In response to the very successful 2009 community group expo, the Portarlington Community Building Initiative met with group representatives to look at ways to support the many groups in town. Information sharing was the top priority and so the email tree came about.

As the Community Building Initiative was to wind up in February 2011, a recipient survey confirmed community groups wanted the Email Tree to continue. Members of the Portarlington Community Association readily agreed to sponsor the Email Tree. In July 2018, The Port Report welcomed the chance to be the local sponsor as both promote sharing community information via print and electronic media.

To promote community inclusiveness, the tree expanded to include individuals instead of just group representatives and initiated PortShare to encourage sharing finite resources.

The tree also embraced community groups in Indented Head as the towns are closely aligned.

Tasks	Timelines
<p><b>Project management</b> Review and refine the email tree: distribution and content. Provide presentations to neighbouring towns and government organisations to share the concept. Provide regular reports to The Port Report.</p> <p><b>Distribution</b> Identify useful information from other sources. Aggregate and forward information to community groups. Update the PCA website with current tree and attachments.</p> <p><b>Promotion</b> Promote the email tree to encourage more groups to use the Tree. Visit community groups to promote the email tree. Update the website and promote visitors to access via The Port Report Help community groups create distribution lists to share the tree</p>	<p>As required</p> <p>As determined Monthly</p> <p>Fortnightly Fortnightly Fortnightly</p> <p>Quarterly As determined Fortnightly As required</p>

**Partners** *who are the groups and individuals we need to work with for it to succeed?*

**Community groups and local organisations** to support and use the Email Tree.

**City of Greater Geelong** for information to pass on to community groups and individuals.

**Government departments** for information to pass on to community groups and individuals.

**Media** to promote the Email Tree.

**Indicators of success** *(how will we know if we have succeeded?)*


Community groups contribute to and value a regular email information sharing service.

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### Financial requirements

#### Proposed budget and fund sources

The email tree relies on volunteers and does not generate income. Volunteer time is expected as part of volunteering. Any costs requiring reimbursement must be negotiated with The Port Report prior to being incurred. Potential costs include:

Description and potential source	Income	Expenditure
Printing costs for promotional material	Nil	
Website	Nil	

#### Ongoing costs and sustainability *how will funds be sourced and maintained*

To be determined – potential for a grant to continue or expand the service.



*emailus robusta* ©

New tree species locally grown and thriving

Unique to Portarlington

Identifiable by its numerous email boxes



need # find # share