

A place to grow... nurture... collaborate



Samford commons

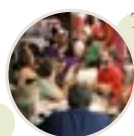
Partnership
prospectus

July 2015

Contents

Invitation to prospective partners.....	3
Background to Samford Commons	4
Samford Commons in a nutshell	4
Market need	8
Strategic business plan – an overview	9
Value proposition.....	10
Customer segments.....	11
Customer relationships	11
Channels.....	12
Current partners	13
Emerging partners.....	13
Key activities and partnering opportunities	14
The process from here... ..	16

Something exciting, creative and empowering is happening in Samford...



The community has come together to plan to make its own future rather than wait for it...



...and after 3 years of extensive consultation and a comprehensive written report...



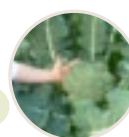
...one of the concepts to emerge was a vibrant and sustainable community precinct...



...at a largely disused but significant local facility, the former CSIRO research station...



...which was reimagined as Samford Commons...



...a common space with a variety of uses, like food growing, sustainability education, events, school visits, festivals...



*A place to grow...
...socially, economically and environmentally
...which means Samford Commons is a place to grow in so many ways... towards a resilient and vibrant local community!*



...building partnerships between community, government, private enterprise and public institutions...



...the arts, business, innovation, community groups...

Invitation to prospective partners

Prospective partners are invited to invest in the transformation of the former CSIRO site at Samford into the visionary and financially viable Samford Commons precinct.

A model for the future

Samford Commons will be a world class, innovative and exciting precinct and showcase for sustainable living and working. It is a prime example of how governments, the community, private enterprise, public institutions and society can join forces to create and deliver a visionary concept with strong economic outputs, significant community and social benefits and enviable environmental integrity.

The opportunity

It is very rare that an opportunity is so ready to deliver a 21st Century vision in such a short space of time. This will be done through a creative, insightful and sustainable approach to:

- Sustainability and resilience
- The arts and culture
- Health and wellbeing
- Business networking and economic development
- Education
- Urban farming
- Digital futures
- Festivals, event and tourism
- Social justice and community development
- Renewable energy.



Architect's 3D model of the site

Background to Samford Commons

It is a rare privilege to be entrusted with helping to make real a concept as visionary and potentially empowering as Samford Commons. We have worked in collaboration with our members, the community, Moreton Bay Regional Council, the State Government and others to begin to turn an exciting vision into a practical reality.



The vision '*A place to grow...*' points to the future expansion not only of the concept and its benefits but the wellbeing of individuals, families, communities, the region, the state, the nation and the planet.

The successful implementation of the Samford Commons Strategic Business Plan will enable growth of the capacity to achieve our goals, through smart business practices that facilitate a strong integration of economic, social and environmental imperatives.

We have great expectations of continuing to grow the enormous potential of Samford Commons.

Samford Commons in a nutshell

The three year Samford Futures process of intense community engagement brought forward the concept of collaboration and creativity that underpins Samford Commons. The vision of the people of Samford was matched by that of the Moreton Bay Regional Council to create the concept of Samford Commons as a world class, innovative and exciting showcase for sustainable living and working.



The challenge of building a sustainable community within a sustainable world requires new ways of learning, new ways of creating and new ways of collaborating to build that future. Samford Commons is about 'future making not future waiting' and innovative practices in co-learning, co-creating and collaborating will be part of the foundation for its success.

It operates as a sustainable business managed by a registered charity and not-for-profit, community-owned company limited by guarantee, Samford Commons Ltd.

Our vision is to be ...*a place to grow*. And our mission is *to create an environment where new possibilities are nurtured so we can build a sustainable and resilient future*.

Samford Commons will be a world-class experience using a hybrid of leading-edge technology, creative educational strategies and innovative approaches to engage communities and businesses on-site and on-line at the site of the former CSIRO Research Station in Samford. It will help grow a sustainable local economy at Samford and it will become a model for others.

Planned activities and projected outcomes





The Commons' approach to living, learning and working includes a large range of hands-on activities, experiences with virtual media, street art and theatre, low-energy-use workplaces, alternative energy exhibition, co-working businesses, permaculture gardening, urban farming in practice and education and research programs.

The Commons will draw on the insight, wisdom and sustainable practices of indigenous Australians to enhance the learning of people engaging with the site.

The Commons will host conferences, conduct accredited programs, sell natural produce, hold field days, connect to the broader community and provide innovative programs for businesses, schools, tourists, community members and online clients.

A sustainable approach to living, working & learning

The opportunity recognised

The catalyst for the establishment of Samford Commons arose from the insights of the large number people engaged with the Samford Futures process. This vision complements the Master Plan designed some ten years earlier by the Moreton Bay Regional Council in consultation with the community. It reflects very strongly the essence of the policy platform of the State Government.

The community conversation explored what became a compelling need to more fully utilise the potential of the CSIRO Research Station site that had been entrusted to the Council a decade ago.

The community's ideas acknowledged the need to build a more resilient local community. Those ideas encouraged the notion that for the development of a resilient local community there is a need for increased awareness, knowledge and skills regarding practical action. It is understood that a variety of approaches is required to provide a high quality "hands-on" and virtual experience and to meet the needs of the various target groups, their learning styles and their current approach to achieving a balance of social, economic and environmental sustainability.

The overall viability of Samford Commons is dependent on the endorsement, engagement and financial support of the local community, the three tiers of government, selected private sector companies and community agencies, so people from all walks of life, regardless of financial means, can access Samford Commons.

Partnerships forged

There is a strong partnership being formed at a community level as people and organisations realise the potential of Samford Commons and the power of collective action for shared benefits. Sporting clubs, service organisations and community groups are enthusiastic about their potential involvement.

Schools, professional organisations and tertiary institutions are involved in strong collaborative effort in learning, research and the creation of new and sustainable ways of doing things.

Millen Farm and Creative Samford were the fledgling partners, and the emergence of Samford Connect, Samford School of Sustainability and Samford Power has added to the foundation of partners.

Moreton Bay Regional Council has adopted a strong partnership approach with Samford Commons. The unanimous support of Council for in-principle approval to allow Samford Commons to utilise the CSIRO site was a visionary decision by an innovative council. Mayor Sutherland and all MBRC Councillors, the CEO and Directors are acknowledged for their show of trust in both the concept and the people involved in Samford Commons.

Discussions with our local Member of Parliament have resulted in a strong show of support and continuing connections with a number of government departments. Representations to our Federal Member of Parliament have been well received, with a view to submitting a proposal to the Stronger Regions Fund.

Samford Commons has been assisted with different aspects of its development by various universities, Regional Development Australia – Moreton Bay, Moreton Bay Regional Industry and Tourism and the United Nations Global Compact Cities programme, all of which maintain a continuing strong interest in our progress.

The strong and consistent contribution from members and the community has been the lifeblood of the establishment phase. The development of strong partnerships will increase the capacity of Samford Commons to achieve its objectives and help build a sustainable community.



Key achievements

Key achievements have been very significant and are already providing a solid base for building capacity. These achievements include the following.

- Development of a core concept and project plan, including preliminary master planning of the precinct.
- In-principle approval by MBRC to establish Samford Commons at the former CSIRO site.
- Agreement on a constitution, core governance frameworks and risk management strategies to support Samford Commons as a community-owned company limited by guarantee
- Establishment of an elected Board of 7 Directors, 25 Foundation Members and an expanding general membership.
- Establishment of Members Working Groups, which have provided extensive ideas and capacity to carry out the work of Samford Commons.
- Attraction of seed funding from Foundation Members and funding from the Pine Rivers Climate Action Network, Moreton Bay Regional Council, RDA Moreton Bay and the Samford Progress Association.
- Charitable status has been granted by ACNC.
- Development of a funding strategy and business plan in partnership with MBRC.
- Agreement on leasing arrangements for Stage 1 of the built site and the farming land.
- A comprehensive 10 year economic model has been developed with Hall Chadwick economists.

Market need

State and national need and fit

Worldwide there is a move to community owned social enterprises that meet the local and regional needs of the community. This move to build sustainable local economies is reflected in the goals and policies of the State Government and the significant growth of the Transition Towns Network in Australia and overseas. The growth of the network of regions and cities that are members of the United Nations Global Compact Cities Programme further exemplifies this. Samford Commons is a living example of this worldwide shift.

The focus on environmental sustainability as it affects economic and social outcomes is acknowledged worldwide. Its relevance to tourism, education, recreation and economic development is well documented.

The Samford Commons concept is unique in Australia.

At least 66 goals and policy statements of the State Government are met by the full concept of Samford Commons. This includes a focus on the economy, education, workplaces, environment, health, communities, arts, innovation, industry and sustainability.

Only 35 minutes drive from the Brisbane CBD, the 8 acre site is in the middle of one the fastest growing regions in Australia and within 60 minutes easy drive for over 2 million people. With a strong virtual presence, the benefits will also be available to regional and rural Australians, and even globally.

Local and regional need and fit

The extensive Samford Futures community consultation during 2011-2013 uncovered significant energy and need for activities, events and services in the areas of urban agriculture, creative arts, small business development, environmental activities, community markets, community education, tourism, sustainability and visitor accommodation. This fits Samford's expressed view of itself as a 'green lung' for Brisbane and South East Queensland.

The Moreton Bay Regional Council has an identified plan to build a 'livability' brand and not only retain people in the region but attract visitors to the region.

The recent establishment of Moreton Bay Regional Industry and Tourism (MBRIT) magnifies this regional priority and Samford Commons has been designated as the lead agency for MBRIT in the greater Samford Valley and is the lead agency for a regional Eco Trail and Regional Arts Trail.



Over 500 people attended the official launch of Samford Commons in May 2015



Strategic business plan – an overview

Key partner entities

Businesses

- Millen Farm
- Creative Samford
- School of Sustainability
- Accommodation and conferencing
- Co-owned working spaces
- Commons R&D
- Samford Markets and Events

Organisational partners

- Moreton Bay Regional Council
- Samford community organisations
- Educational institutions

SC owned entities

- Renewable Energy Service
- Samford Connect
- Samford Radio

Key business activities

- Urban agriculture
- Arts precinct
- Learning and development
- Events
- Accommodation and conferencing
- Business support
- Community owned enterprises
- Markets
- Environmental research and development
- Social media
- Tourism
- Centre of Excellence in Renewable Energy
- Sustainability
- Regional Resilience
- SC Publishing business

Key resources

- Individual and collective capacities of Samford people
- Partners – including all key partner entities
- Philanthropists
- The built site

Value proposition

For the Samford community who are seeking a thriving, creative space Samford Commons is a diverse, creative and robust collective that builds a sustainable local community.

For the region and the state Samford Commons epitomises the policies and practices of high-aspiration communities.

What makes this unique is the multi-stakeholder, collaborative approach to build a place of sustainable and creative quality, which will benefit the community, the region and the planet.

**Samford Commons is ...
a place to grow.**

Customer relationships

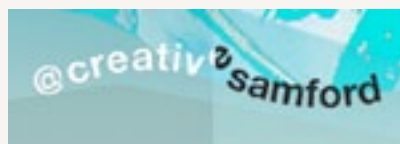
- Free services and space
- Fee for service and space
- Membership
- Customers
- Partnerships

Channels

- On-site activities
- Online promotion and communication – Samford Connect
- Online services – learning and development
- Publishing capability
- Partner networks

Customer segments

- Urban agriculture (Community, students, agriculture specialists)
- Arts precinct (Artists, art consumers, schools)
- Learning and development (Institutions at all levels of education, teachers, consumers)
- Events (Public, tourists, interest networks)
- Accommodation and conferencing (Sporting clubs, arts, recreation, education, tourism, agriculture)
- Business support (Regional industry, local businesses)
- Community owned enterprises (Local community, regional entities, partners)
- Markets (Public, producers, partners)
- Environmental research and development (Researchers, practitioners, partners)
- Social media (Public, partners, advertisers)
- Tourism (Tourism operators, learning networks, partners)



Value proposition

For the Samford community who are seeking a thriving, creative space Samford Commons is a diverse, creative and robust collective that builds a sustainable local community. What makes this unique is the multi-stakeholder, collaborative approach to build a place of sustainable and creative quality that will benefit the community, the region and the planet.

For the region and the state Samford Commons epitomises the policies and practices of high-aspiration communities that use a robust community engagement model that will demonstrate:

- Economic development and employment
- Efficient use of land and infrastructure through co-location of facilities and sharing resources and space
- Innovative design
- Partnerships between public agencies, private enterprise, community organisations and landowners
- High quality delivery of services
- Adaptive multi-purpose and multi-functional spaces

For the nation, Samford Commons contributes to a thriving community that models national and regional objectives including:

- Economic development, the creation of new jobs, skills development and business investment
- Environmental solutions to support ongoing sustainability and the management of climate change
- Social inclusion strategies that will bring together and benefit all members of the community and other less advantaged communities in the region and nation.

Samford Commons is ...a place to grow...

Samford Commons will help build a more resilient region, delivering social, environmental & economic benefits.

Customer segments

Urban agriculture

Community, students, agriculture specialists, four tiers of educational agencies, government, researchers.

Arts

Artists, art consumers, schools, general public, government

Learning and development

Students and staff from institutions at all levels of education, online consumers, coaches, community members.

Accommodation and conferencing

Sporting clubs, arts, recreation, students and staff from educational institutions, tourists, corporate sector, agriculture

Events

Public, tourists, interest networks, suppliers of goods and services, performers

Business support

Regional industry, local businesses, government networks, industry associations

Community owned enterprises

Local community, regional entities, partners, national and international social enterprises

Markets

Public, producers, partners, local and regional visitors, tourists

Environmental research and development

Researchers, educational institutions, government agencies, practitioners, partners

Social media

Public, partners, advertisers, service providers

Tourism

Tourism operators, learning networks, partners, local visitor groups



Customer relationships

The ways in which business will be done include:

Free services and space

- Local community organisations will have access to free hot-desk space and committee meeting space
- Selected regional community agencies may receive free committee meeting space

Fee for service and space

- The wide range of on-site and online services will be available to customer segments on a fee for service basis
- The co-owned working space will be available to eligible local and regional businesses
- Partnering businesses will pay lease or contract fees for space, infrastructure and services

Membership

- Individuals and organisations will have access to decision making processes through low cost membership fees
- Members will have privileged access to nominated events and services

Customers

- Customers will access Samford Commons events, activities, goods and services online through Samford Connect and face-to-face at markets, events and shop fronts

Partnerships

- Samford Commons will have a very strong foundation of partnerships to enable its potential to be realised
- Partnerships will include businesses, community enterprises, government, educational institutions and special purpose networks.

Channels

The ways in which Samford Commons will interact with partners and customers include:

On-site activities

- Educational experiences with groups of students, visitors and the public
- Markets, festivals and events
- Interaction with partners and networks in meeting space, café, shop, co-owned working spaces
- Interaction within the arts and performance precinct
- On-line promotion and communication
- Samford Connect is the virtual arm of Samford Commons and will have a strong connection in the local community as well as worldwide
- Samford Connect will be linked with a large number of relevant online sites

Online services

- Learning and development services, both accredited and non-accredited
- Online purchasing of endorsed sustainable goods and services

Publishing capability

- Online publishing of selected resources generated locally and regionally
- Links to selected sites where publications may be accessed

Partner networks

- Significant partner networks exist in the sectors of community, business, industry, government, tourism and government.



Samford Commons' reach extends beyond the physical precinct to online services, resources and partner networks

Proudly supported by

Moreton Bay
Regional Council



Current partners

Moreton Bay Regional Council

The Moreton Bay Regional Council has already begun a relationship with Samford Commons that moves past the owner-lessee dimensions of the arrangements at the precinct. The mutual needs of the Council and the Commons invite a special partnership that will create long lasting benefits for Samford, the region and beyond.

Regional Development Australia Moreton Bay

Regional Development Australia Moreton Bay holds a continuing strong interest in the establishment and development of Samford Commons. RDAMB has recently allocated funds to enable business development opportunities and government funding options to be prioritised. They have also played a key role in the establishment of the Samford Commons Co-working Space.

Moreton Bay Regional Industry and Tourism

The establishment of Samford Commons as a partner of the Moreton Bay Industry and Tourism group (MBRIT) creates significant opportunities for Samford Commons and its sponsors and partners to develop strong links into regional networks and opportunities. The online MBRIT portal will use Samford Commons as its core conduit to the Samford community.

Benefits for sponsors & partners

Sponsors and partners may benefit from their relationship with Samford Commons by:

- Enhanced profile as a responsible corporate or community organisation
- Recognition as a Founding Partner in the establishment of Samford Commons
- Recognition as a partner in world class, innovative, technologically advanced education programs
- Brand recognition and awareness across Moreton Bay Region, Queensland and beyond
- Creating profitable income streams, where their partnership is a commercial arrangement.

More specifically, benefits to major sponsors and partners may include :

- Exclusivity in their industry sponsorship category
- Naming rights on a building, lane or location
- A presence at all Samford Commons events with a stall, banner or promotional materials
- Annual staff team building day on site
- Regular articles on the Visit Moreton Bay Region website
- Tailored sponsorship opportunities available across major regional events and festivals and business networking events.



Emerging partners

State Government

It is clear that there is a strong connection between the policies and aspirations of the Queensland Government and those of Samford Commons. This synergy is expected to be maximised through a collaborative approach, which engages with other tiers of government and the Samford community.

Federal Government

The criteria for funding through the Stronger Regions Program of the Federal Government are well matched by the concept of Samford Commons. Meetings with the Federal Member

of Parliament and the National Manager of the Stronger Regions Fund indicates there is an excellent case for Samford Commons to be resourced by the Stronger Regions Program.

Other entities

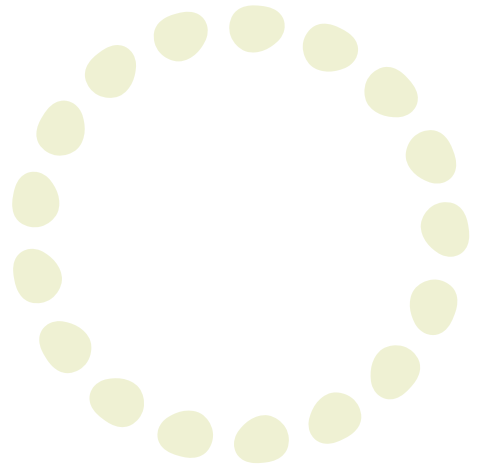
A number of entities are emerging which may take up partnering opportunities. These include technology companies, educational agencies, publishing enterprises, businesses, farming enterprises, creative arts agencies, tertiary institutions, government enterprises, community owned enterprises, professional networks and local activity groups.

Key activities and partnering opportunities

Samford Commons invites partnerships with committed individuals, businesses, industry, government and community organisations.

Some ways to get involved...

- contracted provision of goods and services
- marketing of products and services
- sponsorship of capital works
- sponsorship of projects and programs
- participating in the various programs at the Commons
- provision of finance to support specific services.



Areas for sponsorship or investment

Samford Commons has potential for sponsorship, investment and participation in many different ways. Just a few examples are listed here – please contact us to discuss ideas and opportunities.



Urban Agriculture

Food production, food sales, education, training, research and development.

- Provide accreditation of the Millen Farm education and training offer
- Sponsor research and development projects
- Provide technology and infrastructure relating to agriculture and food production, as a showcase opportunity (e.g. robotics, irrigation systems, data recording and assessment).



The Arts

Art studios, gallery, exhibitions, tutorials, performing arts and music.

- Invest in innovative arts infrastructure (studios, galleries, exhibitions, theatres) for a broad range of creative industries and arts programs
- Provide equipment or resources
- Design and deliver a regional Arts Trail or sponsor other cultural events.



Visitors, Events & Festivals

Conferences, workshops, student camps, sports clinics, art camps, festivals, wellbeing expos, seasonal markets, overseas exchange visits.

- Construct and manage visitor accommodation
- Manage business conferencing services or provide specific facilities or services under contract or as a showcase opportunity
- Plan and conduct seasonal markets, festivals and events including the Regional Eco Trail, Regional Arts Trail or others.



Education & Development

On-site school programs, tertiary learning and community education, plus innovative on-line services.

- Provide funds or equipment for a CoLab where people use the latest technology to adopt advanced co-learning approaches worldwide
- Commission or contribute to innovative online learning processes and programs servicing schools, tertiary institutions and the community
- Partner with the School of Sustainable Industries to build learning programs and capacity to service schools and the community
- Support longitudinal studies and learning projects or research focussing on areas of special interest (e.g. Renewable energy, urban farming, arts, etc)



Business & Economy

Co-owned work space, local businesses providing services on-site, business exchange programmes and collaborative projects.

- Sponsor or contract to manage the Co-Working space and associated services to businesses and the community.
- Plan, market and deliver the Samford Commons package to the region, country and further afield, e.g. the Asian market place
- Provide publishing services associated with Samford Commons, such as research articles and work by local authors, artists or groups.



Sustainability & Resilience

Activities and initiatives to promote sustainability and innovation, for a resilient region and community.

- Sponsor the Innovation Hub (or 'Futures Room') where people co-create new sustainable ways of living, working, playing or doing business
- Provide technology, research or services relating to renewable energy
- Fund new ventures or provide advice and services for entrepreneurs and start-ups relating to sustainable ideas
- Sponsor or deliver well being programs, health clinics, recreational activities and programs to benefit the community.

The process from here...

Contact us to take the next step in forging a strong and sustainable partnership or to discuss investment opportunities.

Samford Commons Ltd

Kate vanderVoort: katev@samfordcommons.org.au

Howard Nielsen: howardn@samfordcommons.org.au

www.samfordcommons.org.au

A place to grow...



Samford
commons