



RESEARCH FOUNDATION

TELLING OUR STORY

A GUIDE TO COMMUNICATING YOUR
PROJECT'S COMMUNITY DIVIDEND

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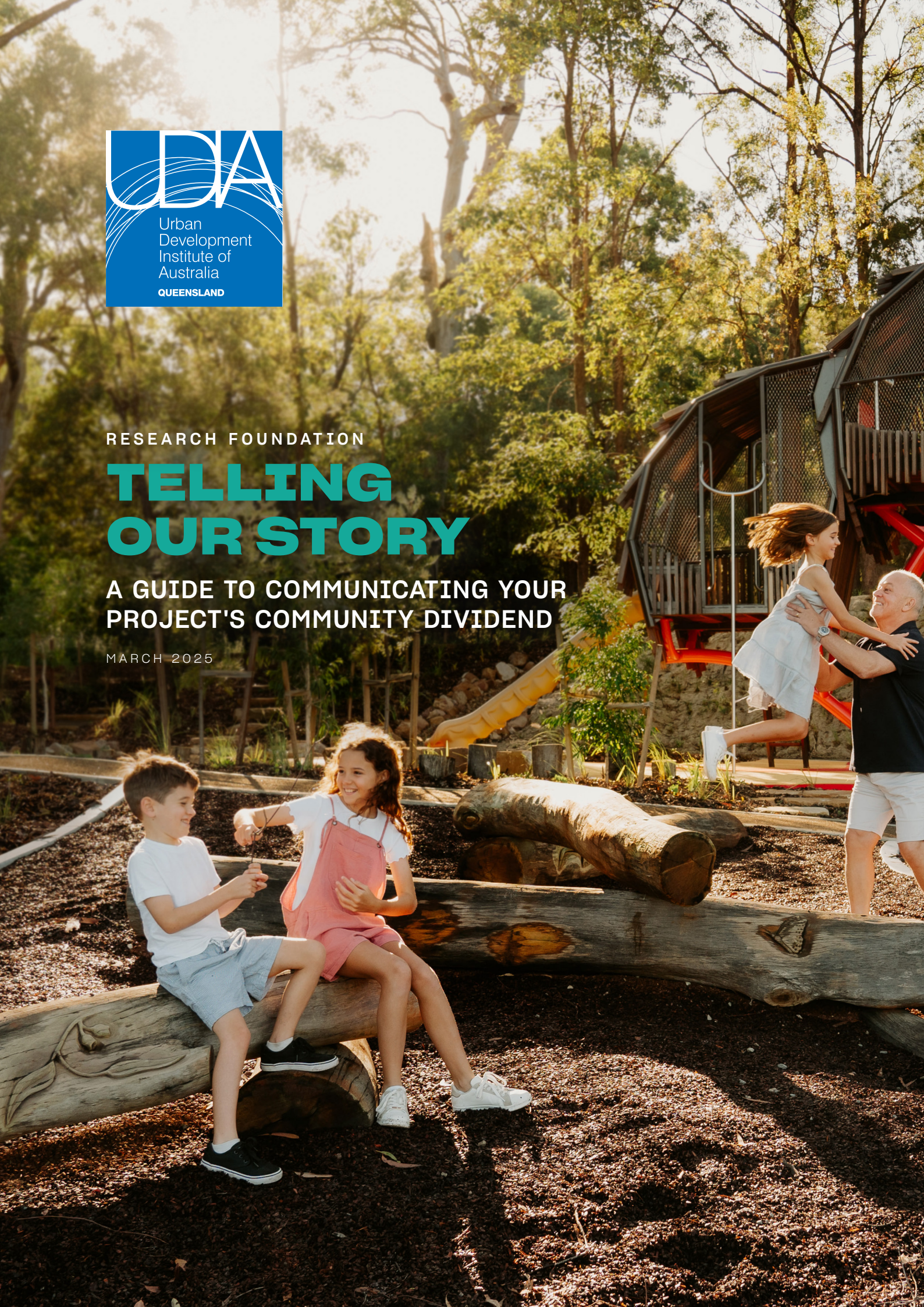


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ABOUT THIS GUIDE

Since 2014, the Institute's Industry Leaders Research Group (ILRG) has undertaken a significant program of research.

Comprised of qualitative research conducted by an independent, expert researcher (Paul Kennedy of Two Thirds Sky), the program has delivered rich insight into the community's attitudes and sentiment across a range of timeless research topics including growth, affordability, sustainability, and density.

By listening directly to the thoughts, views, and preferences of everyday Queenslanders, the research provides industry with the tangible insights needed to better engage the community in our shared challenge of accommodating a growing population.

From the insight gained from the research groups, we have developed a series of guides

and reports so members also have access to this body of knowledge curated specifically for property industry professionals.

This guide has been developed to provide members insight on how to communicate your community dividend. **Community dividend** is a positive impact a project or developer creates for the community. This guide details how to identify and appropriately communicate your dividend with the community.

This guide complements the ILRG's research-based publications including, *Being a good neighbour*, *Community engagement toolkit*, and *Sustainable futures*.



IDENTIFYING YOUR COMMUNITY DIVIDEND



A community dividend is a positive impact a project or developer creates for the community. This can be a physical addition, like a park or café, a craft, such as selecting a sustainable material, or an intangible benefit, like fostering a strong sense of community.

Identifying and communicating your dividend can help to articulate the legacy your project and the industry delivers to the broader community.

Communicating your dividend connects the two sides of the development story. It should focus on the craft required to create high quality projects and highlight the beneficial community outcomes that flow from these projects.

VALUE OF ENGAGING



BUILD YOUR BRAND

Engaging with the community consistently on your dividend helps distinguish your organisation from others. Your brand reflects how the community perceives your company or project based on interactions and delivering on promises. Effective engagement builds a reputation for honesty, quality, and being a "good neighbour", which can foster community support for your brand and future projects.



BUILD TRUST

Voluntary and consistent engagement demonstrates commitment beyond statutory requirements, building trust and rapport with the community. This proactive approach makes processes such as community engagement more productive and genuine.



PART OF SOMETHING BIGGER

By stepping away from driving project sales and internal financial goals, you are highlighting benefits of the industry, helping your neighbour as well as helping yourself, or your next project.

EXAMPLES OF COMMUNITY DIVIDEND



PARKS



PLAYGROUNDS



WALKING TRACKS



CAFÉS



REHABILITATION AND ENVIRONMENTAL OFFSETS



LOW-EMBODIED CARBON MATERIALS



COMMUNITY FACILITIES



PAYMENT OF INFRASTRUCTURE CHARGES TO FUND INFRASTRUCTURE DELIVERY



RETAIL OFFERINGS



DELIVERY OF HEALTH FACILITIES



COMMUNITY GRANTS



CONSTRUCTION TRAINEE PROGRAMS



SPORTING FACILITIES



CREATION OF LOCAL COMMUNITY GROUPS



FUNDING LOCAL SPORTING TEAMS / CONSERVATION GROUPS / CHARITIES

Identifying your unique community dividend helps build social capital and enhance your brand by showcasing efforts beyond profit-making.

Important note: It is important to identify features that have a clear and direct benefit to the community. Features that are seen as “selling” a project will not achieve the desired outcome.