

INVITATION to the QUEENSLAND LAUNCH of 2011 HOMELESS PERSONS' WEEK

Where: Blair Athol Accommodation and Support Programme 93 Golden four Drive,
Bilinga

Homeless Persons' Week (HPW) is a national awareness week coordinated by the peak body **Homelessness Australia**. This year HPW is being held from Monday 1st – Sunday 7th August 2011. The theme of this year's week is **MY Address: diversity in homelessness**.

Homelessness Australia would like to extend an invitation to you to attend the Queensland Launch, to be held on the Gold Coast. The launch will be followed by morning tea.

Guest:

Margie Gardner

Gold Coast Businesswoman

Chairperson – Burleigh Police Community Consultative Committee

Date:

Mon, 01/08/2011 - 10:00am

Margie's Launch Notes:

Thank you Liz for welcoming me here today. It is a great pleasure to be involved in such an important event "homeless person's week"

As Liz mentioned my level of involvement is a local business person and an active member in the community.

The theme this year be MY ADDRESS – diversity in homelessness describes how homelessness engages diverse people from diverse addresses and for diverse reasons.

Especially on the Gold Coast where we have such a transient population homelessness can be as varied as living on someone's couch, caravan park or beach to name a few.

What I hope to achieve by being involved is to promote awareness of homelessness to my "community" which is also is very diverse.

Whether it is in my role as Chairperson of the Burleigh Police CCC, member of the local chambers, slsc club or even the ladies of my book club.

The message I like to send is it is a "Win Win" situation for not only the business community but the whole community to assist in anyway they can.

As I have been told before that prevention and early intervention is the best way to ensure younger people keep out of the system.

How can business people and individuals help?

- ➡ Being a mentor to a younger person
- ➡ Showing compassion in the workforce for family issues
- ➡ Offer work experience to local school children
- ➡ Business offer services/goods in kind support
- ➡ Employers encourage healthy balanced lifestyles
- ➡ Sporting associations offer mentoring to young men
- ➡ Even businesses offering services such as budgeting for the future.

But with so many complex factors contributing to the problem I see my role to challenge all businesses and individuals to give it a go, the opportunity to learn a new skill, meet new people and challenge your comfort zone and yes, networking and meeting potential friends, employees, or even clients.

My community involvement means to me that I am now at the heart of a group of passionate people.

It is what I called my “Community Engagement strategy” I use the way strategy as you need to understand way community involvement can work for you.

If the value of service is an important one for you it is quite easy, donating your time, talent in some form becomes just a part of who you are.

But if it is not a natural thing for you to do, it is necessary to consider why you want to get involved as a business or individual.

Businesses that are active in their community can successfully gather referrals from community projects.

Customers who have been referred to you are more likely to use your services than a non-referred customer.

Community involvement is proven to spark referrals, build your brand, add credibility and create good will.

Community involvement is a powerful way to build a strong brand. Sponsor a sports team, donate to a school fete, sponsor a community event, participate in your local church, or raise money for a local charity.

There are endless ways to get involved in your community. It is a proven marketing strategy.

So reasons to get involved - It feels good, It strengthens your community, It can strengthen your family & business.

So all that being said it gives me great pleasure to declare “Homeless Persons Week” in Queensland open.