

# EXPRESSION OF INTEREST

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## **2025 WORKSHOP PARTNERS**

### ***Positive Pathways to Rural and Small-Town Prosperity***

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## **BACKGROUND**

SEDA is seeking five Community Partners to host one-day workshops featuring facilitator Peter Kenyon, Director of the Australian based Bank of I.D.E.A.S. The workshops will be hosted during the week of **May 6 to 9, 2025** in various locations of the province, with travel between communities occurring during the evening.

A minimum sponsorship requirement is required from each community partner. More details on Partner Expectations follow on the next page.

### ***Workshop Overview***

International evidence drawn from positive rural and small-town reinvention initiatives in Australia, New Zealand, Canada and USA emphasizes the importance of seven locally driven development actions; namely:

1. Continually growing and diversifying local leadership and capacity.
2. Fostering a positive and can-do mindset.
3. Actively encouraging healthy community behaviours related to inclusion, conversation, engagement and collaboration.
4. Encouraging asset, idea and opportunity assessment.
5. Developing community wow-factor.
6. Enhancing lifestyle options related to housing, childcare, recreation, education, health, retail services and staying local.
7. Creating the environment that supports local-based employment, enterprise and economic development.

The one-day workshop will focus upon the above seven locally driven development actions, to provide community builders the necessary principles, frameworks and tools to drive community change. The format of the workshop incorporates presentations, interactive group exercises and an open space experience. Action principles and frameworks will be illustrated by stories, practical examples and humour.

### Workshop Structure

<b>8:30 am</b>	Coffee, Registration, Networking and Conversations
<b>9:00 am</b>	Welcome, Acknowledgements and Introductions
<b>9:15 am</b>	Presentation: 'The Essentials of Small-Town Re-invention – Lessons from Small Town International Experiences'
<b>10:30 am</b>	Refreshments, Networking and Conversations
<b>10:50 am</b>	Presentation: 'Building Strong, Connected and Caring Communities - facilitation techniques and tools related to community animation'
<b>12:00 pm</b>	Noon Interactive Exercises: 'Discovering the Assets of the Room and our Region'
<b>1:00 pm</b>	Lunch, Networking and Conversations
<b>1:45 pm</b>	Open Space Experience- 'What I care about, and who else cares about that?'
<b>3:00 pm</b>	Refreshments, Networking and Conversations
<b>3:15 pm</b>	Presentation: 'Keeping the Tills Ringing in Our Small Towns: lessons from outstanding small-town businesses'
<b>4:15 pm</b>	Final questions and contributions; 'key take-home and what am I going to do different' messages
<b>4:30 pm</b>	Workshop Close

### Workshop Facilitator: Peter Kenyon OAM, Director, Bank of I.D.E.A.S.

Peter refers to himself as a community enthusiast and social capitalist. He is motivated by the desire to help create caring, healthy, inclusive, connected and enterprising communities, where all community members feel *'they matter, belong and can contribute'*, and where communities discover and mobilise their strengths and transform themselves. Peter has had a background as a youth worker, teacher, youth education officer, tertiary lecturer, farmer, small business operator and senior public servant. His employment experiences have included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand, Coordinator of the Natal KwaZulu Job Creation and Enterprise Strategy in South Africa and international youth and employment adviser to 26 countries.



Through his social enterprise organisation, the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies), Peter has had over 35 years of experience working in the field of community and economic transformation. Such opportunities have enabled him to design, implement, test and refine a variety of change and renewal methodologies and tools in a wide range of rural and urban communities and local economies throughout Australia, New Zealand, Southern Africa, Asia, Pacific, Middle East and North America. Project work has been undertaken in 59 countries.

Peter is especially passionate about small rural town reinvention and has worked with over 2000 rural communities seeking to spark their own ideas and invest themselves in building sustainable economic futures.

## PARTNER EXPECTATIONS

SEDA is seeking of five(5) Saskatchewan rural communities to host a one day workshop during the week of May 6 to 9, 2025.

### **As the provincial lead, SEDA will assume the following responsibilities:**

- Management of contractual commitments with Peter Kenyon including travel to/from Saskatchewan to/from each workshop.
- Approaching provincial scope sponsors to support the five-workshop series.
- Develop key messaging and digital ads for host communities to use in promotion.
- Deliver provincial digital marketing and communications plan.
- Establish an event web page and manage online registration.
- Overall coordination and support to local community hosts.

### **Host community responsibilities:**

- Provide a minimum of one local lead person to work with SEDA on hosting the workshop including assisting with on-site venue support and coordinating local catering for breaks and luncheon.
- Supply a suitable venue. Venue requirements to support seating for a minimum of 50 people along with a projector, microphone and screen (NOTE: we can secure equipment if not available).
- Take on the local responsibilities for promoting the event to attract individuals from the surrounding region.
- A minimum of \$5000 sponsorship is required per community. Business or community-based sponsors will be incorporated into marketing materials as well as the workshop signage on site. Other sponsorship benefits can be discussed.

Community Partners will be required to sign a hosting agreement within 30 days of notification by SEDA which outlines the parameters to assist in the organization and delivery of the workshop.

A potential participant registration fee will be discussed in partnership with the community hosts, based on development a local budget and outcome of provincial sponsorship efforts.

Should sponsorship efforts, provincially and locally, result in a budget surplus, the excess funds will be allocated to the community host.

## EXPRESSION OF INTEREST SUBMISSION

Applicants should provide a letter (maximum of two pages) outlining:

- The organization taking responsibility for hosting the event, and key individuals or other partner organizations proposed to support delivery of the workshop.
- The name of the proposed venue for the workshop.
- Commitment to underwrite the sponsorship requirement.

## ASSESSMENT CRITERIA

Expressions of Interest will be assessed according to the following criteria:

- Community size: Preference will be given to submissions with a local population under 5000.
- Suitable venue: the venue satisfies the requirements set out above.
- Organizational capacity: the ability of the host to meet the organizational requirements for the event.
- Location: we will not be able to support multiple workshops in one region.

## TIMELINES AND PROCESS

Submission of Expression of Interest (EOI) by September 16, 2024

Submissions and inquiries should be directed to Verona Thibault [verona.thibault@seda.ca](mailto:verona.thibault@seda.ca)  
306-384-5817.

Workshop dates will be finalized in discussion with community partners and governed by travel distances between the hosting communities. All workshops will take place the week of May 6 to 9, 2025.