

Impact Share 2024





Our Town Cummins pays respect to the
Barngarla and Nauo People, the Traditional
Custodians of these lands and waters, past
and present.

OUR TOWN

Our Town Cummins focuses on strengthening community wellbeing through connection, partnership, and education. We aim to create a town where open conversations about mental wellbeing are encouraged, and alternative approaches to maintaining good mental health are accessible. The Village is our dedicated safe space where people from all walks of life can come together to listen, learn, and connect. Our team of seven Connectors lead events and educational initiatives to foster a more inclusive, supportive, and mentally resilient community.

Where Are We Now

Halfway through our 10-year funding, we're on track—building connections, partnerships, and educational opportunities to strengthen community wellbeing. This milestone reaffirms our lasting impact and positive change.

How are we doing this?

Community Champions

This year, our Community Champions have shown that everyone plays a role in community wellbeing. From sharing treats with youth to donating and organising events, their kindness and involvement highlight the power of collective effort in building a connected, supportive community.

Building Blocks to New Ideas

Last year, our 'Humans of Cummins' idea grew into new initiatives like the Listening Library, Living Library, and Getting to Know Our Teens—using storytelling to foster a more informed, connected, and compassionate community.

Connect, Partner, Educate

When we conducted our deep dive in 2020, three key themes consistently emerged—Connect, Partner, and Educate. These pillars have guided our journey, shaping the way we support and strengthen our community.

Connect

Connect brings people together to reduce isolation, build relationships, and link individuals to support and resources, creating a community where no one feels alone.

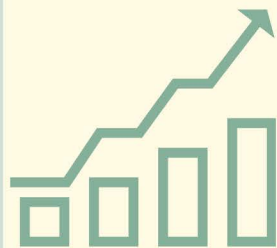
Partner

Partner is about collaboration to create meaningful change. By working together, sharing knowledge, and supporting one another, we build a stronger, more connected, and resilient community.

Educate

Educate empowers our community with knowledge and skills for mental wellbeing by sharing stories, resources, and learning opportunities to foster understanding and compassion.

Connect



Coffee, Cake, & Connect experienced a remarkable 1650% rise in participation during 2025. The group sizes varied, with the smallest cohort comprising 2 participants and the largest reaching 35, while the average number of participants was 10.



The LGBTQIA+ Facebook group is now community-led and owned. In 2024, membership has grown by 26.32%, with a total of four gatherings and 48 participants across these events.



In 2024, local youth in Cummins created the Get to Know Our Teens initiative as an extension of HoC. So far, 14 teens have shared their stories, reaching 13,940 people on social media.



90-95% of survey respondents acknowledged OTC's role in building community connections.,

Partner



In 2024, we partnered with 10,000 Steps and the Lower Eyre Family Practice to join the Billion Steps Challenge. With 30 participants, we walked a total of 7,796,279 steps and finished 17th out of 73 teams.



In 2024, we continued our partnership with Bendigo Bank and the Suicide Prevention Network in the Our Giving Village Initiative. 20 community members were nominated to receive support aimed at improving their lives. The initiative gained further traction, with additional community groups joining to offer their assistance.

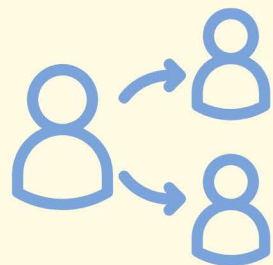


In our Table Talk survey, 79% (11 out of 14) participants identified that we are successfully breaking down individual barriers, fostering collaboration and partnership opportunities to support mental health.

Educate



In 2024, we prioritized educating ourselves on minority groups by attending Changefest, a three-day conference on community-led change, and hiring a Diversity and Inclusion Connector to develop an inclusion plan. We also participated in five reconciliation events, deepening our commitment to fostering an inclusive community.



The Living Library was a huge success, with 5 individuals sharing their stories. All sessions were fully booked by Cummins Community members. Additionally, the Listening Library saw 92 downloads during the Firstival.



In July, we focused on educating the community about alcohol, sharing posts that reached a total of 865 people. We also had 10 participants in Dry July, all of whom reported that it was an amazing opportunity.

Next steps In 2025

1

Capability building:

Create accessible, community-driven training programs to ensure long-term impact.

2

Communication Strategy:

Develop a communication plan aimed at enhancing education and delivering valuable information to the community.

3

Storytelling Expansion:

Build on storytelling successes to deepen empathy and share lived experiences.

4

Men's Engagement:

Explore targeted initiatives and safe spaces, both online and in person to better target men.