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Self Help Modules



The New South Wales Department of State and Regional Development has developed a series of comprehensive community economic development self-help modules. They are available here to download.

We've also created a list of [useful websites](#) for regional community economic development practitioners.

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Overview of the modules.

[Module 1: Planning for Financial Sustainability](#)

Includes detailed information and ideas for fundraising. ([Mono Version](#))

[Module 2: Financial Reporting and Management](#)

Spreadsheets and budgets in detail.

[Module 3: Collaboration and Strategic Planning](#)

A step-by-step guide to strategic planning and making workshops work.

[Module 4: Project Management](#)

A clear, practical guide to project management.

[Module 5: Monitoring and Evaluation](#)

Good reasons to implement a monitoring process; includes case studies. ([Mono version](#))

[Module 6: The Local Committee](#)

How to get your Main Street/Small Town Program started.

[Module 7: The Local Coordinator](#)

Setting up and recruiting for a coordinator position.

[Module 8: Conducting Meetings](#)

Meeting procedures, the chairperson, agendas and minute taking.

[Module 9: Business and Economic Development](#)

This module outlines the economic context within which local Main Street/Small Towns Programs operate and explains the direct linkages between local community development programs and business development.

[Module 10: Customer Service](#)

This module is presented in two parts: Customer service and the Main Street/Small Towns Program explains why the whole community needs to be customer focused. Improving customer service in your area looks at overall customer service standards throughout the local community. These sections provide practical tools for assessing a town's customer service standard and suggestions for how to improve it.

[Module 11: Managing Business Investment Proposals](#)

This module draws on the experience of leading economic development practitioners in NSW and elsewhere to identify techniques and processes which maximise chances of converting enquiries from business investors into actual business establishment or expansion. ([Mono Version](#))

[Module 12: Marketing and Promotion](#)

Marketing and promotion is designed to assist Main Street/Small Towns committees and their co-ordinators in taking a practical approach to marketing. The module shows newcomers a simple step by step process for developing a marketing plan. It also offers experienced co-ordinators the latest ideas and innovations in marketing along with some tricks of the trade to save time and money.

[Module 13: Tourism](#)

The tourism module is relevant to communities which have identified tourism in their community or local government area strategic plan as a potential opportunity. The module is designed to assist community economic development committees and coordinators to assess the tourism potential of their area, determine whether they want to be in tourism, enter the marketplace and grow the local tourism sector. ([Mono version](#))

[Module 14: Event Management](#)

A 'how to' guide to assist economic development officers/ coordinators, marketers and community groups to understand the role of events in communities and how to make them successful. It includes an event plan proforma, event survey, attendee survey, business survey and stall holders survey.

[Module 15: Cooperative marketing](#)

This module explains the benefits of shopping locally and working cooperatively. It covers how to plan/implement/evaluate a shop local campaign and a number of case studies which will provide ideas for shop local campaigns. ([Mono version](#))

For more information

