

# The Bank of I.D.E.A.S.

## Sustainable communities and local economies building from "the inside out"



Project author or developer:  
**Peter Kenyon**

Where:  
**AU / Australia / Perth**

Website:  
**[www.bankofideas.com.au/](http://www.bankofideas.com.au/)**

The Bank of I.D.E.A.S. is motivated by two passions:

the development of healthy, inclusive, sustainable and enterprising communities and local economies;  
the active participation and leadership by young men and women in the creation of such communities and economies.

The Bank of I.D.E.A.S. operates from the basic assumption that communities do not develop from the "top down" or from "the outside in". It believes that communities need to build from "the inside out", and for their residents to invest themselves, ideas, assets, capabilities and resources in the process.

This philosophical basis incorporates the following ten operational beliefs:

Meaningful and lasting community change always originates from within, and local residents in that community are the best experts on how to activate that change. Community residents act responsibly when they care, and support what they create. Building and nourishing relationships is at the core of building healthy and inclusive communities. Communities have never been built by dwelling on their deficiencies, needs and problems. Communities respond creatively when the focus is on resources, capacities, strengths and aspirations. The strength of a community is directly proportional to the level that the diversity of its residents desire, and are able to contribute their abilities and assets to the well being of their community. Every single person has capacities, abilities, gifts and ideas, and living a good life depends on whether those capacities can be used, abilities expressed, gifts given and ideas shared. In every community something works. Instead of asking "What's wrong, and how to fix it", ask- "What's worked, and how do we get more of it?" It generates energy and creativity. Creating positive change begins simply with conversation. It is the way that human beings have always thought together, and initiated action. Having fun needs to be a high priority in all community building efforts. The central factor in sustainable change is local leadership and its continuous development and renewal. The starting point for change is always mindset and positive attitudes.

Project work by the Bank of I.D.E.A.S. currently involves the following:

Healthy community development

Facilitated workshops on such themes with 16 federal and state agencies throughout Australia. Bank of I.D.E.A.S. has been a significant contributor to the introduction of Asset Based Community Development (ABCD) methodologies to Australia, New Zealand.

Community asset mapping, visioning and planning

