

**PLACE BASED CAPITAL INITIATIVE 2024 - 2030**

Partner & Investment Proposal

**EMPOWERING COMMUNITIES  
THROUGH PLACE BASED  
CAPITAL & ASSET OWNERSHIP**



**PREPARED AND PRESENTED BY:**



**PLACE BASED  
CAPITAL INITIATIVE**

# OUR INVITATION

The Place Based Capital Initiative is working toward a future where local communities have the power and capital to drive their own economic development and address pressing challenges like housing shortages, stagnant incomes, disadvantage, small business viability and the transition to a circular and sustainable economy.

Place Based Capital is making this vision a reality by empowering communities to control the assets and capital they already have – and helping them unlock even more. It enables communities to generate and pool local capital, attract co-investment and reinvest in local businesses, infrastructure and services that are essential to their wellbeing.



With this approach, communities can own and control their assets—from property to renewable energy, natural resources and community services—building lasting wealth and creating more equitable, prosperous and resilient local economies.

With over 100 practical solutions and a dedicated network of Places and Partners already in place, we are now seeking visionary partners and funders to help us scale this impactful work. Your support will enable communities to implement these solutions, establish robust support systems and address their unique challenges.

By investing in Place Based Capital, you're not just funding projects; you're helping communities reclaim their economic futures. Together, we can empower communities, ensuring they have the tools, resources, and agency to thrive.

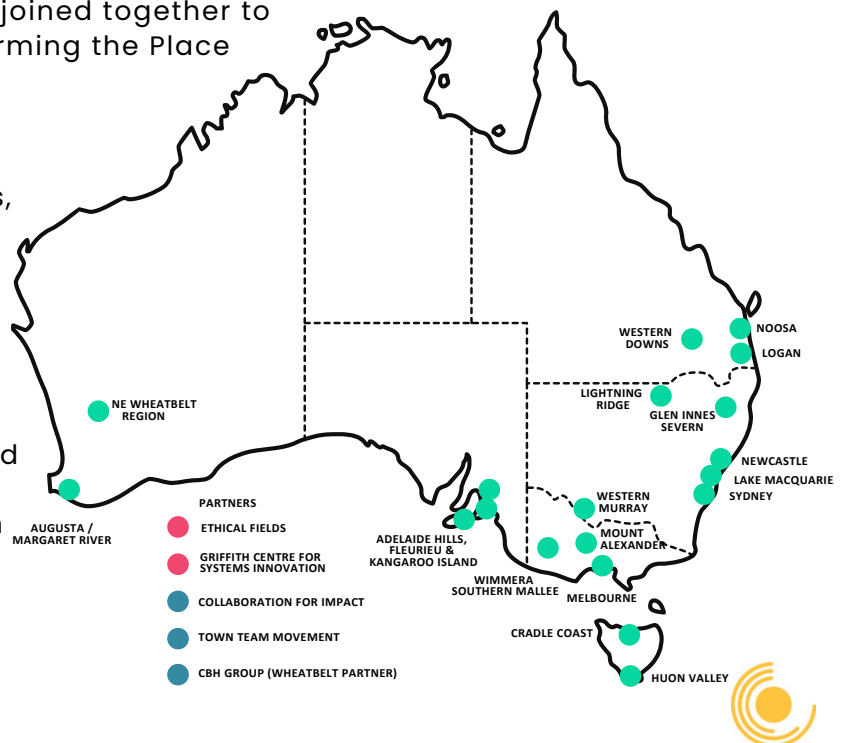
# THE INITIATIVE & NETWORK

The Place Based Capital Initiative was established to unite interested Places and Partners to advance Place Based Capital through a facilitated and structured process.

In 2023, over 20 Places and Partners joined together to co-fund and launch the Initiative, forming the Place Based Capital Network.

We now have a committed network with a diversity of actors including councils, development organisations, business, community, academic and for-purpose organisations.

Where other initiatives target individual issues, we zero in on capital—both financial and asset based—for all issues, because it's both a root cause of many issues and a vital part of the solution. By addressing it holistically, rather than issue by issue, communities can unlock capital for a range of opportunities and position themselves for success in the 21st century.



# ABOUT PLACE BASED CAPITAL

Place Based Capital is a model and movement aimed at creating local capital systems that are grounded in place, focused on people, and driven by local ownership, control and inclusion. PBC refers to both financial capital (money, funding, finance) and capital assets (land, natural resources, infrastructure, enterprises) that communities can access, own, govern and use to their benefit.

Using Place Based Capital communities can:

- identify and generate local funding and capital sources for community needs
- access and manage aligned funding and finance for development
- invest in projects that meet their needs like affordable housing and local businesses
- buy and manage local assets like property, renewable energy and infrastructure
- purposefully use local assets in ways that better support them
- pool money to achieve more collectively
- build financial reserves for emergencies and large-scale projects

With the support of aligned governments, developers, investors, and philanthropists, Place Based Capital helps ensure that communities keep a meaningful stake in their local economy. Together they can develop knowledge, organisations, initiatives, structures, services, and products that support the growth of Place Based Capital.

Place Based Capital provides a powerful way for communities and partners to tackle pressing challenges such as rising living costs, housing shortages, stagnant incomes, infrastructure and service deficiencies, the shift to sustainable economies and addressing disadvantage and inequity - all while enhancing local self-reliance and equitable prosperity.



## WHAT MAKES IT DIFFERENT?

Traditional investment and development models often leave communities dependent on external funding, ownership and decision-making. This approach perpetuates a system of capital dependency, reliance and disempowerment for communities.

Place Based Capital believes that at the heart of thriving communities is the ability for them to control, leverage and benefit from their own assets and capital. It shifts the traditional investment and development model to one that enables local action, ownership, decision-making, and wealth retention.

Communities are empowered to identify, mobilise and govern local and external capital for their benefit through supporting strategies and structures. This shifts communities from capital dependency to empowerment and self-reliance. From this foundation, communities then possess the capital system they need to address their own problems and can partner with external actors when it truly adds value for both parties.



# OUR IMPACT SO FAR

In just 18 months, the Initiative has made a positive, demonstrable impact by developing knowledge, resources, and networks to empower communities. We have:

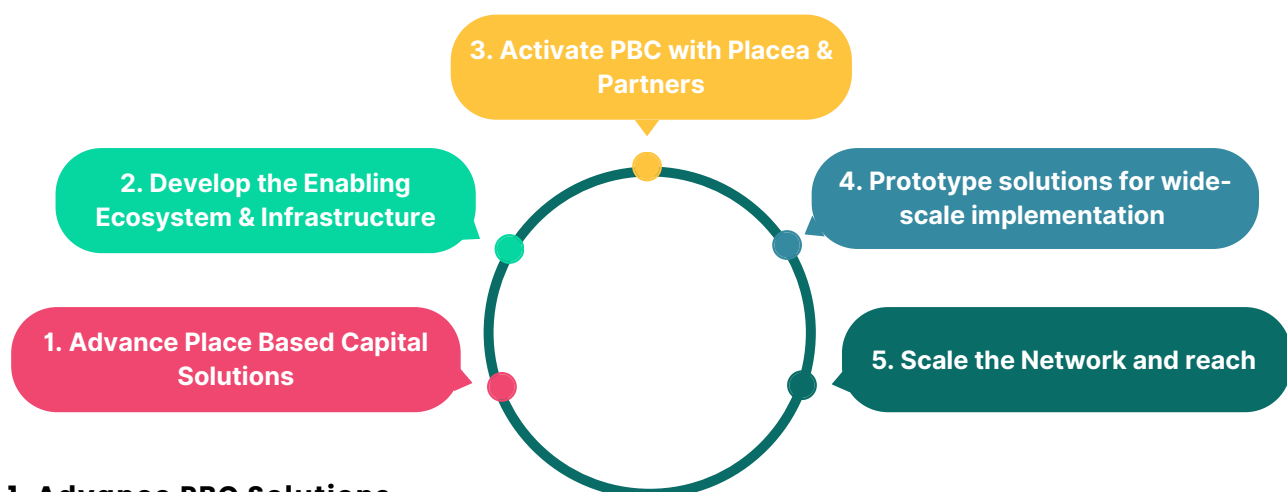
- **Raised awareness, inspired action and enhanced capability** around PBC practices.
- Assisted Places to **understand their existing capital system** and **assess their local capital needs, challenges, and opportunities** to create a clearer path toward effective solutions.
- Supported places to **identify barriers, enablers, and the necessary systemic changes** for effective PBC activation.
- Compiled over **100 actionable PBC solutions** that can advance local and systemic change, including policies, strategies, organisations, structures and mechanisms, which are accessible to the Network in the **PBC Solutions Database**.
- Collated over **250 real-world examples of PBC in action**, both within Australia and internationally.
- **Activated on-the-ground initiatives and projects**. There are many emerging examples of how PBC is manifesting in place, for example the creation of community investment companies and funds, locally-led housing initiatives and community-owned services, renewable energy and circular economy projects.



The Initiative has demonstrated that PBC is both practical and achievable, with successful examples from both Australia and abroad. However, to reach its full potential, additional investment and support are needed.

# OUR 5 YEAR PLAN TO ACTIVATE PBC

Our goal is to activate Place Based Capital across Australia through a five-year plan that encompasses five key programs.



## 1. Advance PBC Solutions

We've identified over 100 solutions—policies, strategies, structures and mechanisms—that support positive Place Based Capital outcomes. This program will provide training, tools, and technical assistance to put these solutions into the hands of our existing Places, new communities and Partners.



## 2. Develop the Enabling Ecosystem & Infrastructure

This program of work takes a systems approach to understand and establish the conditions and infrastructure for Place Based Capital implementation at a whole of place level, and the roles of wide-ranging stakeholders from local, state, and national levels.

## 3. Activate Place Based Capital with Places and Partners

We will support our existing and new Places to build readiness and implement Place Based Capital solutions on the ground while collaborating with non-local actors, such as government agencies, developers and investors, to adopt Place Based Capital practices and play their role in supporting communities.

## 4. Prototype Solutions for Wide-Scale Application

This program of work will design, prototype, and evaluate the most applicable solutions to determine their suitability for wide-scale implementation, including a network of place-based impact funds supported by a national mutual fund to enhance capital access and aggregation.

## 5. Scale the Initiative, Network and impact

We aim to scale the Initiative and the Network to enable an additional 100 Places and wide ranging Partners to participate and access tools and resources for activating PBC.

# PARTNERING FOR IMPACT

We are seeking funding and visionary partners to support this critical work. By investing in Place Based Capital, you will contribute to a future where every community has the resources, capacity, and agency to solve its own problems, build its own wealth, and create its own prosperity. Funding and partnership opportunities might include:

### Places & Local Organisations

Capacity building, place based activation, public-private-community partnerships, investment, ownership

### Government

Policy and regulatory development, funding and grants, capacity building, coordination and oversight, public-private-community partnerships

### Philanthropists

Seed funding, funding for systemic change, support for social outcomes, capacity building and innovation, partnerships

### Developers & Business

Co-development and co-investment opportunities, technical expertise, risk sharing, long-term partnerships, ESG

### Investors & Financial Institutions

Capital infusion, finance solutions, investment structures, risk management and advisory services

### NGOs & For-Purpose Organisations

Program development and implementation, capacity building, data and impact measurement, advocacy and awareness

### Others

Technical expertise, consultancy, legal and governance support, research and development to support Place Based Capital initiatives

# FOR MORE INFORMATION

Please contact the Place Based Capital Initiative Team to discuss this opportunity further via:  
Meaghan Burkett, Initiative Lead | Email: [meaghan@ethicalfields.com](mailto:meaghan@ethicalfields.com) | Phone: 0407 024 036

Thank you for your interest and we look forward to hearing from you.



# ACKNOWLEDGMENTS

The Place Based Capital Network is the driving force behind this transformative initiative.

This initiative is hosted by Ethical Fields, and sponsored by Griffith Centre for Systems Innovation, Town Team Movement, Collaboration for Impact, CBH Group (Wheatbelt Partner), Newcastle City Council, Wimmera Development Association Ltd, RDA Adelaide Hills Fleurieu and Kangaroo Island, Noosa Shire Council, Cradle Coast Authority, Lake Macquarie City Council, THERW Collection, NEWROC, Regen Sydney, Regen Melbourne, Castlemaine Institute, Mount Alexander Shire Council, Logan Child Friendly Community, Huon Valley Council, Shire of Augusta Margaret River, Western Murray Land Improvement Group and Glen Innes Severn Council.

This initiative has advanced via the generous participation and contributions of individuals and organisations from the following Places: Noosa, Western Downs, Logan, Lightning Ridge, Glen Innes Severn, Newcastle, Lake Macquarie, Sydney, Western Murray, Wimmera Southern Mallee, Mount Alexander, Melbourne, Cradle Coast, Huon Valley, Adelaide Hills, Fleurieu Peninsula, Kangaroo Island, WA Wheatbelt, and Augusta Margaret River.

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