

# EMPOWERING COMMUNITIES THROUGH PLACE BASED CAPITAL

## INTERACTIVE LEARNING SERIES

**Are you looking for ways to foster community-led development, unlock new sources of funding, establish community-owned enterprises, assets, services or build more equitable and resilient local economies and communities?**

### **Join the Place Based Capital Learning Series!**

This series is designed to equip you with the knowledge and strategies that communities need to activate and manage local capital. We will cover everything from foundational financial concepts to the practical steps communities can take to identify, create, govern and use local funding, assets, enterprises and services for their benefit.

Whether you're a community member, business owner, council member, economic or social impact professional from a government or non-government organisation, this series will help you support your community, organisation or other communities in achieving these goals.

The topics in this series can be applied to a wide range of challenges faced by communities across Australia, from housing affordability and cost-of-living pressures to small business viability and the shift to a sustainable, circular economy.

**Sign up for the first session in the series:** [The Fundamentals of Place Based Capital](#)

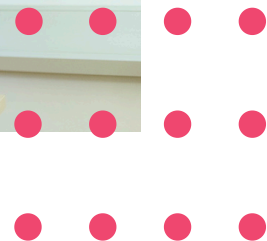
**Register your interest to be notified about:** [Upcoming sessions](#)



This series may be of interest to:

- **Community leaders and members:** Empower yourself and your neighbours with the funding, assets, enterprises and services you need.
- **Community organisations:** Learn how to build local capital to fund and sustain local initiatives.
- **Council and government representatives:** Discover how place based capital can support economic, social and sustainable development.
- **Economic and community development professionals:** Learn about capital strategies for creating thriving local economies and communities.
- **For-purpose, philanthropic and social impact practitioners:** Understand how place based capital can support inclusion, equity, sustainability, and social change.
- **Developers and investors:** Discover ways to co-invest and co-develop with community.

You might be driven by a range of goals, such as starting a new business, fostering local economic and community development or addressing critical challenges like the rising cost of living, housing shortages, and stagnant incomes. You could be focusing on improving infrastructure, transitioning to renewable energy and circular economies, tackling disadvantage and inequity, regenerating the environment, or preparing your community for future uncertainties. This series can be applied to these and other focus areas, equipping you with practical capital knowledge and strategies to support community's needs.



Throughout the series we will explore the following topics. You can participate flexibly in one or many sessions.

### **The foundations of place based capital**

Learn the basics of finance and capital—money, assets, and resources—and how they impact local households, communities and economies. Understand the fundamentals of place based capital, preview the other learning topics and build the confidence to participate in the remainder of the learning series.

**This module is now open for registration:** [Sign up here.](#)

### **Identify and unlock existing and new sources of funding and assets**

Discover how to tap into existing sources and create new sources of local funding, assets, and capital value for the benefit of local organisations and communities. Explore strategies to prioritise and activate local capital and build financial reserves for emergencies, large-scale projects, and long-term economic stability.

### **Access funding and assets for local economic and community development**

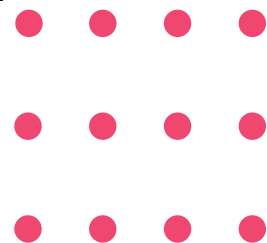
Find new ways to raise funds and secure finance for local businesses, economic initiatives and community development. Learn about funding mechanisms that meet the social, economic and business needs of communities.

### **Set-up, buy and own local assets and enterprises**

Understand the value of local asset ownership and how it can contribute to long-term community well-being. Learn about strategies to enable local people and communities to set-up, purchase and own local assets of all kinds such as land, property, businesses, infrastructure, equipment, data, IP.

### **Govern and manage local finance, assets, enterprises and services**

Explore governance models that promote local leadership, decision-making, transparency and long-term stewardship of community assets, funding and development. Learn how to manage capital—such as land, resources, and businesses—for the benefit of local people and organisations



## **Pool capital for collective impact**

Learn how to bring people and organisations together to pool capital for collective investment, strengthening the community's ability to fund significant projects, diversify investment risk and build financial resilience.

## **Invest and store capital in the community**

Explore ways to activate investment in community-driven projects, local businesses, services and development. Discover investment strategies that prioritise local investors and enable co-investment with external partners to ensure local people retain a meaningful stake.

## **Strategically use capital to benefit the community, lead development and unlock opportunities**

Learn to use capital to drive community-led planning, development and build essential infrastructure, services, and businesses that improve quality of life while ensuring essential services and commercial opportunities are in community hands.

## **Reinvest capital and foster local circular wealth**

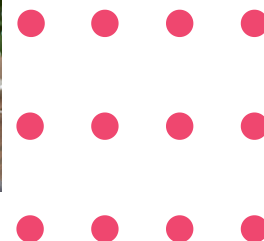
Explore strategies for reinvesting profits and benefits back into the community, fostering a circular economy that continuously generates local wealth and development opportunities.

## **Support from external partners**

Learn how external partners, such as governments, investors, philanthropists, developers and others, can co-invest and support community-driven initiatives and place based capital.

## **Creating a Place Based Capital System**

Learn how to identify the unique capital values, needs and aspirations of your place, organisation or support others to do so. Integrate all of these elements into a cohesive, place based capital system.



This learning series offers interactive, practical, and easy-to-use information that can be applied within your community, organisation or in helping others. Key features include:



## **Interactive Online Sessions**

Participate from anywhere! This series is delivered online, allowing you to engage with others across Australia. Each session offers interactive opportunities—with discussions and collaborative learning that ensure a dynamic and engaging experience. You can sign up for one, several, or all sessions based on your needs.



## **Co-Learning Environment**

As a participant, you'll not only learn from the content but also from your peers. This series emphasises co-learning, where you'll be part of a shared journey that expands the body of knowledge, strategies and solutions. Through collective insights, discussions, and shared experiences, you will help shape and build on the growing understanding and practical implementation of place based capital.



## **Real-World Solutions and Case Studies**

Dive into practical examples of communities that have successfully implemented place based capital solutions.



## **Blended Learning & Practical Exercises**

Each session blends theoretical insights, case studies, and hands-on activities to ensure you take home actionable knowledge that can be applied in your community or organisation.



## **Certificate of Completion**

Receive a certificate for each session completed, acknowledging your efforts and expanding your professional credentials.



## **Stay Connected**

Join the Place Based Capital Network on LinkedIn to keep the conversation going, exchange insights and stay updated on future opportunities and initiatives.



## **Cost**

Each session in the series is priced separately. Please refer to the individual session link for specific pricing details. Subsidies are available upon request for those in need. Discounts are available for individuals that participated in the Place Based Capital Program.



## Why Place Based Capital?

Place based capital empowers communities by creating local capital systems that are grounded in place, focused on people, and driven by local ownership, decision-making, inclusion, equity and wealth retention. Unlike traditional models that often leave communities dependent on external funding and control, place based capital is built on the belief that thriving communities are those that can control and directly benefit from their own assets and capital.

This approach enables communities to establish locally led and owned enterprises, generate sustainable funding sources and manage valuable assets like land, infrastructure, and natural resources to improve their quality of life. Achieving this vision requires both local action and the support of aligned partners, including governments, industry, developers, investors, philanthropists and for-purpose organisations.

By fostering self-sufficiency, place based capital equips communities with the essential tools they need—financial resources, assets, enterprises, and local control—to address their unique challenges, from affordable housing and job creation to economic participation and the shift to a circular, sustainable economy.

Rather than addressing capital needs in a piecemeal, grant-by-grant basis, place based capital offers a strategic and systematic approach that enables communities to build a strong capital foundation, unlock capital for a range of opportunities, and achieve long-term prosperity for all.

## How to Participate & Register Your Interest

Sign up for the first session in the series: [The Fundamentals of Place Based Capital](#)

Register your interest to be notified about [upcoming sessions](#).

For more information contact: [pbcp@ethicalfields.com](mailto:pbcp@ethicalfields.com)

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