

EMPOWERING COMMUNITIES THROUGH PLACE BASED CAPITAL

Communities and local organisations can generate the capital system they need. And the best way to do it... right in their own backyard.

We work together with local organisations and communities to build your capacity to generate, own and manage the capital you need.

This includes financial capital (money, funding, finance, income) and capital assets (land, natural resources, infrastructure, enterprises, services).

By strengthening your ability to generate, access, own, govern and use capital to your benefit, you can move away from short-term solutions and build lasting self-reliance and resilience. There are many ways local organisations and communities can do this from the ground up—ways that strengthen the place, the people, and create more inclusive and equitable outcomes.

We support you to build a local capital foundation—encompassing vision, knowledge, insights, skills, solutions and resources—that empowers your community to thrive.

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 housing shortages. You could be focusing on improving infrastructure, transitioning to renewable energy, tackling disadvantage and inequity, regenerating the environment, or future proofing your community.

Whatever your needs, our approach is participatory and deeply rooted in the aspirations of each local organisation and community we work with.



Why Place Based Capital?

Local organisations and communities across the Australia are facing increasing economic pressures—from housing shortages and stagnant wages to small business viability and the transition to a circular and sustainable economy. Traditional capital models often bypass local needs, leaving communities dependent on external funding, asset ownership and decision-making.

In contrast, Place Based Capital prioritises capital solutions and systems that are grounded in place; focused on the people who live there; driven by local leadership, ownership and governance; and deliver increased participation, prosperity, equity, self-reliance and resilience.

Rather than addressing capital needs in a piecemeal, grant-by-grant basis, Place Based Capital offers a strategic and systematic approach that enables local organisations and communities to build a strong capital foundation so they can generate, own, govern and strategically use capital for their benefit.

Place Based Capital Activation Areas

We focus on a number of key Place Based Capital Activation Areas to help your community or organisation to build a strong capital foundation for your Place.



How We Work with You

We offer a guided approach to help you activate place based capital in your organisation or community that can include the following steps, based on your unique needs, capacity and budget.

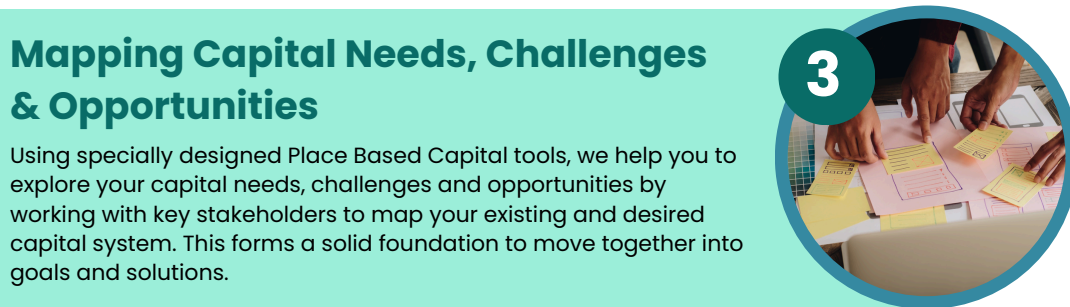
1 Initiation and Engagement

Together we explore your project, issue, organisation, community or place, and its unique context, challenges, and goals. We work closely with local leaders, residents, businesses and other stakeholders to gain a deep understanding of the place and explore how place based capital relates and can assist.



2 Building Inspiration, Awareness and Knowledge

We conduct educational workshops, training programs, and knowledge-sharing sessions using Place Based Capital resources and materials. The goal is to inspire and equip local leaders and stakeholders with the knowledge, skills and tools needed to understand, develop and manage their local capital system effectively.



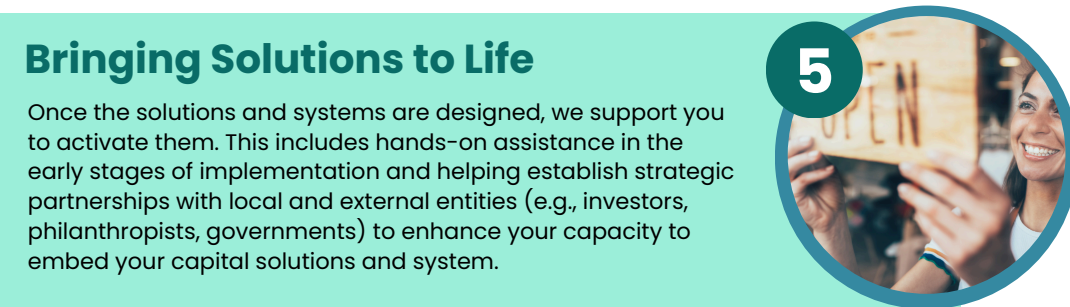
3 Mapping Capital Needs, Challenges & Opportunities

Using specially designed Place Based Capital tools, we help you to explore your capital needs, challenges and opportunities by working with key stakeholders to map your existing and desired capital system. This forms a solid foundation to move together into goals and solutions.



4 Co-Designing Capital Solutions & Systems

We support you to define your capital goals and design the necessary solutions and systems needed for a sustainable, community-driven capital system. This might include generating local funding streams, setting up local investment funds and community-owned enterprises or establishing local governance frameworks.



5 Bringing Solutions to Life

Once the solutions and systems are designed, we support you to activate them. This includes hands-on assistance in the early stages of implementation and helping establish strategic partnerships with local and external entities (e.g., investors, philanthropists, governments) to enhance your capacity to embed your capital solutions and system.



Who Do We Work With?

Place Based Capital can support the work of a wide range of stakeholders including:

- **Community leaders:** Empower yourself and your neighbours with the funding, assets, enterprises and services needed to thrive.
- **Community organisations:** Build capital solutions and systems to fund and sustain local initiatives.
- **Council & government representatives:** Discover how place based capital can support economic, social and sustainable development.
- **Local organisations:** Unlock tailored capital strategies to sustain your business or operations.
- **Economic & community development professionals:** Build the capital foundation needed to deliver your economic and community development plans.
- **For-purpose, philanthropic & social impact practitioners:** Create a capital system that drives inclusion, equity, sustainability and social change.
- **Developers and investors:** Explore partnership opportunities for co-investing and collaborating with communities

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Contact Us

Reach out and arrange to chat with us about how Place Based Capital might benefit your community or organisation.

For more information contact: pbcp@ethicalfields.com

In collaboration with

