

ACTIVATING PLACE BASED CAPITAL FOR STRONGER COMMUNITIES

We partner with government, philanthropy, for-purpose enterprises, intermediaries, developers and other stakeholders to develop place based capital solutions and systems that drive meaningful, community-led development.

Place based capital is a model for community and economic development that empowers local organisations and communities to lead, own, and govern their finances, assets, services, and economies—creating stronger places, empowered people, and more inclusive, equitable, and resilient outcomes.

By building their ability to generate, access, own, and manage capital in place, communities can move beyond short-term fixes and establish long-term self-reliance and prosperity. This includes both financial capital (funding, income, investment) and a broad range of capital assets (land, natural resources, infrastructure, enterprises, equipment, data, intellectual property, and more). While this model is deeply rooted in place, it is also highly scalable. With the right frameworks, place based capital can be applied at regional, state, and national levels—ensuring capital systems remain connected to real places and real people.

This approach can help address a wide range of areas such as economic development and local job creation, housing availability and affordability, infrastructure and service improvements, small business growth and viability, renewable energy transitions and circular economies, cost-of-living pressures, disadvantage, and inequity, environmental regeneration and stronger food systems and resilience-building for future uncertainties

We help you and the communities you support, build a local capital foundation—encompassing vision, knowledge, skills, strategies, structures and resources. This foundation enables communities to address key challenges, foster sustainable development, and create lasting, community-driven solutions. This can be achieved with local organisations and communities from the ground up or through broader policies, programs and initiatives.



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 needed for well-functioning local capital systems in communities.



How We Work with You

We offer a guided approach to help you design, develop and implement place based capital approaches through your policies, strategies, project and initiatives. This can include the following steps, based on your unique needs, capacity and budget.

1 Initiation and Engagement

Together we explore your initiative, issue or organisation, and its unique context, challenges, and goals. We work closely with your organisation and other stakeholders to gain a deep understanding 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 you with the knowledge, skills and tools needed to understand, develop and implement place based capital effectively.



3 Mapping Capital Needs, Challenges & Opportunities

Using specially designed Place Based Capital tools, we help you to explore 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 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 place based capital solutions and system.



Who Do We Work With?

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

- **Government & policy leaders** – Leverage place-based capital to strengthen economic, social, and environmental outcomes at local, regional, and national levels.
- **Philanthropic, for-purpose & social impact organisations** – Develop capital systems that drive inclusion, equity, sustainability, and long-term social change.
- **Investors & financial institutions** – Unlock new opportunities for impact investment and co-investment in place-based capital solutions.
- **Developers & infrastructure leaders** – Partner with communities to create sustainable, high-impact developments that align with local needs.
- **Economic & community development professionals** – Build the capital foundation necessary to implement and sustain economic and social development strategies.
- **Intermediaries & capacity builders** – Support communities by developing place based capital frameworks that enhance local economic resilience.

Through strategic partnerships, we help you mobilise capital in ways that create lasting impact—ensuring investment and development efforts are connected to real places and real people.

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

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