

A decorative border of various green plants and flowers surrounds the central text. The plants include leafy vines, small red bell-shaped flowers, and a large yellow flower in the top right corner.

REGEN GIPPSLAND

Community Insights Report

ACKNOWLEDGEMENTS



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We acknowledge the First Peoples – inclusive of formally recognised Traditional Owner groups, Gunaikurnai and Bunurong, and the Traditional Owner groups of the Far East Gippsland region – as the traditional custodians of the lands we now call Gippsland. We pay respect to Elders past, present and emerging, for they hold the memories, traditions, culture, and hopes of their communities. We acknowledge the importance of fostering conversations centered on the future, drawing from the wisdom of First Nations peoples, with an appreciation for the enduring effects of colonialism and dispossession.

A deep appreciation for the many passionate individuals across the Gippsland community who came together to co-create a vision for a regenerative Gippsland. We are drawing from and building off a spectrum of impactful existing work in this space across our region.



**ACKNOWLEDGE PREVIOUS
PROJECTS & WORK**

Regen Gippsland would not be in existence without the backing of our early adopters; immense gratitude to the Gippsland Social Enterprise Collective for incubating Regen Gippsland, Regen Melbourne for paving the way for this work in Australia and their generous mentoring, WWF-Australia for investing in the pilot, and Kindred Spirit Enterprises for their ongoing support and commitment.

The core team enjoys support from a coalition of forward-thinking organisations, spanning social enterprises, not-for-profits, businesses and government sectors empowering Regen Gippsland to fulfill its vision and purpose for the collective good.

Wholehearted appreciation to our dedicated activation team who generously gave their time, passion and energy to support the pilot to bring Regen Gippsland to life; Shaun Mallia, Rhonda Renwick, Alex Lieb, Andrea Lane, Matt Sykes, Andrew Keast, Michelle Isles, Alyson Skinner, Scott Douglas and Kaj Lofgren.

This report was prepared by the Regen Gippsland core team; Sarah Tate and Alex Lieb, all illustrations by Angharad Neal-Williams.

MARCH 2024



CROSS SECTOR CONVERSATIONS

Understanding our current
context & building off previous work



GROUNDED IN PLACE

INTENTIONS

This report is intended for the Gippsland community, extending an invitation to participate in an ongoing dialogue concerning the region's future. It brings together the outcomes from our initial community engagement in exploring how we might apply Doughnut Economics in addressing significant challenges and opportunities for our region.

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REGEN GIPPSLAND ALLIANCE

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REGEN
GIPPSLAND



PART ONE:
CONTEXT



REGEN GIPPSLAND IS A
PLATFORM FOR AMBITIOUS
COLLABORATION IN SERVICE
TO OUR REGION.
POWERED BY A GROWING
ALLIANCE OF ORGANISATIONS.

REGEN
GIPPSLAND



VISION

CONNECTED THROUGH
CULTURE



OUR CONNECTION TO LAND,
PEOPLE AND PLACE CREATES STRONG
RELATIONSHIPS AND A HARMONIOUS CULTURE

RESILIENT



THE RESILIENT SPIRIT OF PEOPLE
AND THE ENDURING ESSENCE OF PLACE
WEAVE US TOGETHER CREATING A
FLOURISHING TAPESTRY OF THRIVING
COMMUNITIES

FULL OF LIFE



EVERYONE HAS ACCESS TO LOCALLY
GROWN FOOD, PRISTINE WATER AND
CLEAN ENERGY. WE CAN ENJOY OUR
NATURAL WORLD WHICH IS BURSTING
WITH ACTIVITY, VITALITY AND ENERGY

A REGENERATIVE
GIPPSLAND is...

HEALTHY



ROBUST NATURAL SYSTEMS AND
CONNECTED COMMUNITIES MAKE FOR
HEALTHY PEOPLE AND A FLOURISHING PLACE

PROSPEROUS



ENABLING CREATIVE ECONOMIC AND
GOVERNANCE SYSTEMS, AFFORDABLE FOOD
AND HOUSING AND JOYFUL COMMUNITIES

PURPOSE



ORIGIN OF REGEN GIPPSLAND

The idea to explore Regen Gippsland arose out of a series of conversations taking place between individuals and organisations in search of meaningful transformation for our local community hosted by the Gippsland Social Enterprise Collective (GSEC). GSEC emerged in early 2020 to build and foster a connected regional network of social enterprises to strengthen regional social, environmental and economic outcomes for Gippsland. Acting as an alliance of individuals and organisations committing their skills, resources, and aspirations to reinvent our region, it was clear there was so much synergy with the emerging work of Regen Melbourne (RM). It was time to apply a broader lens and a locally adaptable framework to expand impact. In July 2022, Regen Gippsland and the alliance was formed.

For further inspiration and shared learnings, Regen Gippsland joined an evolving community of practice of 'Regen Places', cities and regions following suit across the nation. This work has been influenced by an emerging global movement of new economic thinking and doing that originated from the concept of Doughnut Economics. Doughnut Economics, a concept introduced by economist Kate Raworth, offers a framework that envisions an economy that operates within the "doughnut" – the space between social and planetary boundaries. The goal is to create an economy that ensures both human well-being and environmental sustainability (see page 13 for more detail).



In November 2022, the collective approached WWF-Australia to co-design and deliver a 'Local Learning Lab' as part of WWF-Australia's Innovate to Regenerate program to test the concept of Regen Gippsland in the community. The Gippsland Local Learning Lab provided a 2-day workshop to support the development of regional regeneration and entrepreneurship. The Lab was instrumental in collectively laying the foundations for Regen Gippsland.

After the success of the Lab in investigating the appropriateness and adaptability of the Doughnut Economics model to Gippsland's unique context, Regen Gippsland was able to find a formal auspicing body, Kindred Spirit Enterprises, and secured funding for a 6-month pilot (May - Oct 2023). The ambition of the pilot was to develop preliminary community insights around a regenerative future for Gippsland and surface recommendations for our road ahead. This has been achieved through initial high-level research and mapping, community consultation with individuals and organisations, and the delivery of three Community Design Forums across Gippsland. These findings have been used to guide the road ahead for 2024.



Community Forum #1

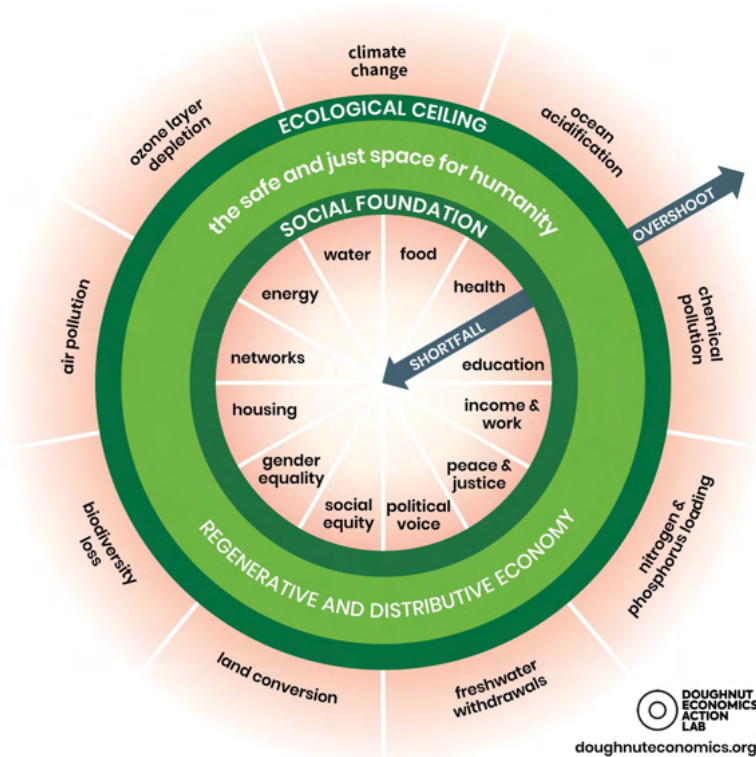


REGEN
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OUR JOURNEY SO FAR



DOUGHNUT ECONOMICS



Doughnut Economics is a concept and economic model introduced by economist Kate Raworth. It offers an alternative framework for economic development that seeks to balance human well-being with ecological sustainability. The model envisions an economic "doughnut" shape, where the inner ring represents the social foundation, ensuring that all people have access to essentials such as food, healthcare, and education, without falling into poverty. Meanwhile, the outer ring represents the ecological ceiling, defining the environmental limits beyond which human activities risk causing irreversible damage to the planet.

The goal of Doughnut Economics is to find a balance between meeting the basic needs of all individuals and staying within the ecological boundaries of the Earth. It encourages a shift from the traditional growth-centric economic approach to one that prioritizes sustainability, social justice, and well-being. The model has gained attention as a tool for rethinking economic policies and practices to create a more inclusive and environmentally sustainable future.



NATIONAL & GLOBAL MOVEMENT

This work has been influenced by an emerging global movement of new economic thinking and doers who are turning Doughnut Economics from a radical idea into transformative action. Regen Gippsland is part of a national network of [Regen Places](#) actively collaborating with multiple places across Australia and connected to a global network through the [Doughnut Economics Action Lab](#).

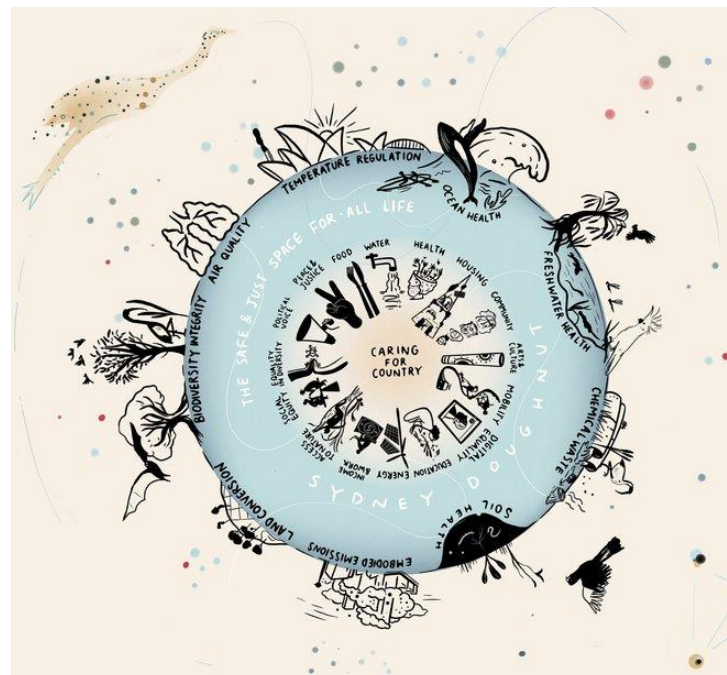
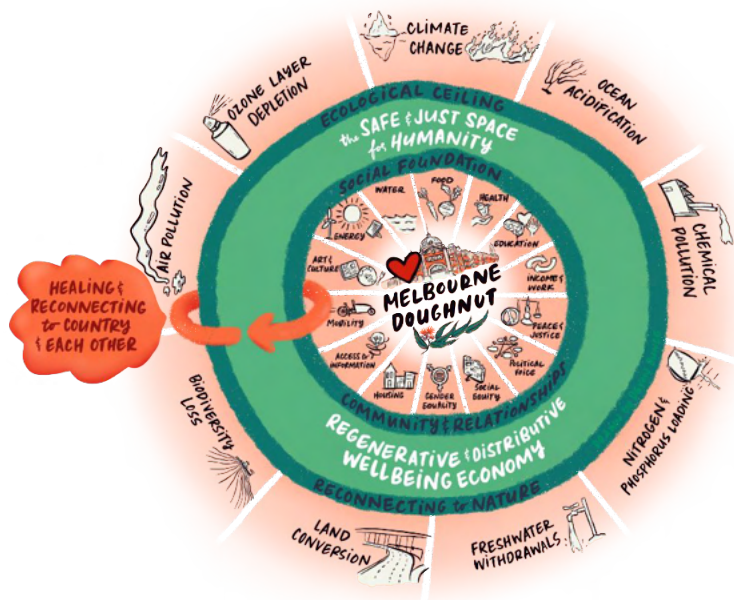
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REGEN
MELBOURNE



REGEN
SYDNEY



THE GIPPSLAND DOUGHNUT

Our purpose is to move Gippsland into the safe and just space of the Gippsland Doughnut.

A key aspiration from our community forums was to introduce the concept of Doughnut Economics and explore how it could be localised and used as a compass for Gippsland.

Insights from the pilot have been used to create our first version of the Gippsland Doughnut. See part two of this report for details on how we localised the Doughnut.





GAP!!!
Diversity
in the
social foundation

Transition
from
fossil fuels
to
renewable
energy

Helps us
realise that
we can take
on many
challenges
together
community

What is the gap?
The difference
between the
social foundation
and the ecological
ceiling

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PART TWO:
**COMMUNITY
INSIGHTS**

Community Forum #2

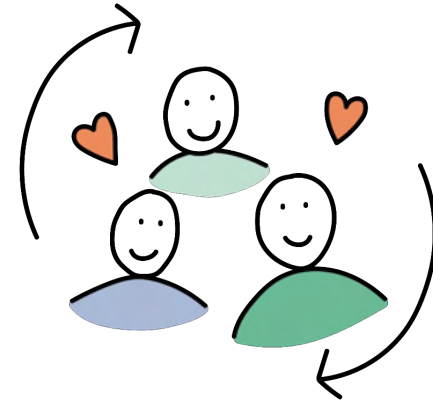


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COMMUNITY ENGAGEMENT

Community Co-Creation

A crucial focus has been on channeling the collective energy of the Gippsland community to co-create a resilient vision and purpose for guiding Regen Gippsland. Over 100 Gippslandians generously volunteered their time, contributing to this collaborative effort through various avenues such as the Local Learning Lab, three engaging Community Co-design Forums, a strategy day, and casual chats with many individuals. This inclusive process underscores the heart of our community-driven approach, ensuring that the vision reflects the diverse voices and aspirations.



RESILIENT ROBUST
COMMUNITIES

REGEN
GIPPSLAND



REGENERATING AUSTRALIA

Our initial public engagement took place in November 2022 at Warragul Goods Shed where we came together to start co-creating a vision for a regenerative future for Gippsland.

To spark inspiration, the evening commenced with a screening of *Regenerating Australia*, a documentary created by Regen Studios in partnership with WWF-Australia, sharing the hopes and dreams of a diverse group of Australians. Followed by a local short film, *The Next Regeneration*, which explores the power of regenerative tourism in far East Gippsland.

Drawing on the inspiration of the films, a panel discussion followed to explore the potential of regeneration in Gippsland. As a group participants shared hopes and visions held for Gippsland to create aspirational news headlines for local publication Gippslandia in the year 2030 (see following page). This collective visioning was a vital first step in connecting with each other, connecting to place, and igniting aspirations and ideas for the work ahead.



GIPPSLANDIA 2030



"World leaders awed by Gippsland's regenerative journey"

"Wild, frugal, simple, elegant, sharing, caring Gippsland"

"Gippsland becomes renewable powerhouse"

"Gippsland school week redesigned: four days in classroom, one on country"

"Strzelecki koala saved from extinction"

"Gippsland powers east coast with renewables"

"Regenerative farming systems become the new norm in Gippsland"

"The lungs of Victoria – Gippsland awarded for forest regeneration"

"Energy future secured"

"Gippsland – the community that cares and connects"

"Gippsland's First Nation and youth-led regeneration network collaboration"

"Healthy Gippsland soils curb flood impact"

"Healing is underway, rewilding begins"

"Farmer field schools open to support learning and ecological innovation"

"Gippsland regenerative farming practices restore Melbourne's food security"

"Gippsland mines reimagined into recreational spaces"

"Fire is used to heal country"

Walk on Country

REGEN
GIPPSLAND



LOCAL LEARNING LAB

In November 2022, the collective approached WWF-Australia, Regen Studios, The Australian Centre for Social Innovation to co-design and deliver a 'Local Learning Lab' as part of WWF-Australia's Innovate to Regenerate program to test the concept of Regen Gippsland in the community.

The Gippsland Local Learning Lab provided a 2-day workshop to support the development of regional regeneration and entrepreneurship. The Lab brought together a diverse mix of active and passionate participants with early-stage regenerative project ideas, initiatives, or enterprises with the potential to bring social, environmental and economic benefits to the region.



During the Lab, we connected with country, unpacked the concept of regeneration from a social, environmental, and economic perspective, using Doughnut Economics as a framework, and explored the potential of Gippsland for regeneration.

The Lab was instrumental in collectively laying the foundations for Regen Gippsland. Through the co-design process, in the lead-up, and over the weekend the concept was explored in depth and the groundwork laid. The proposal for the six month pilot was developed from insights surfaced at the Lab with seed funding provided to progress.



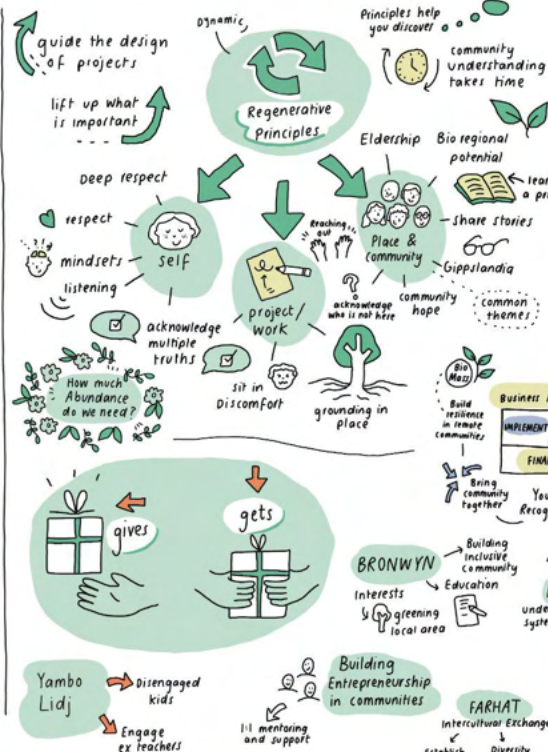
GIPPSLAND
SOCIAL
ENTERPRISE
COLLECTIVE



Good
Business

Social
Enterprise
Network
Victoria

REGEN
GIPPSLAND



GIPPSLAND LOCAL LEARNING LAB

GIPPSLAND SOCIAL ENTERPRISE COLLECTIVE

Good business, with purpose.



INNOVATE TO REGENERATE



THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION

CHECK IN

Podcast

SUSTAINABLE SUB DIVISION FRAMEWORK

Aim

Embed Environmental Sustainable design in planning approvals process

FLOAT

creative environmental stewardship

REGEN Gippsland

Provides

- Hope
- connections
- Energy

RE>FRAME

what is & isn't waste

circular waste

CARMEL RILEY

WAYFAIRER

HOME OF REGENERATIVE TRAVEL

Promotes Take community wealth Building

NEEDS

Hosts Regional Advisory



COMMUNITY FORUMS



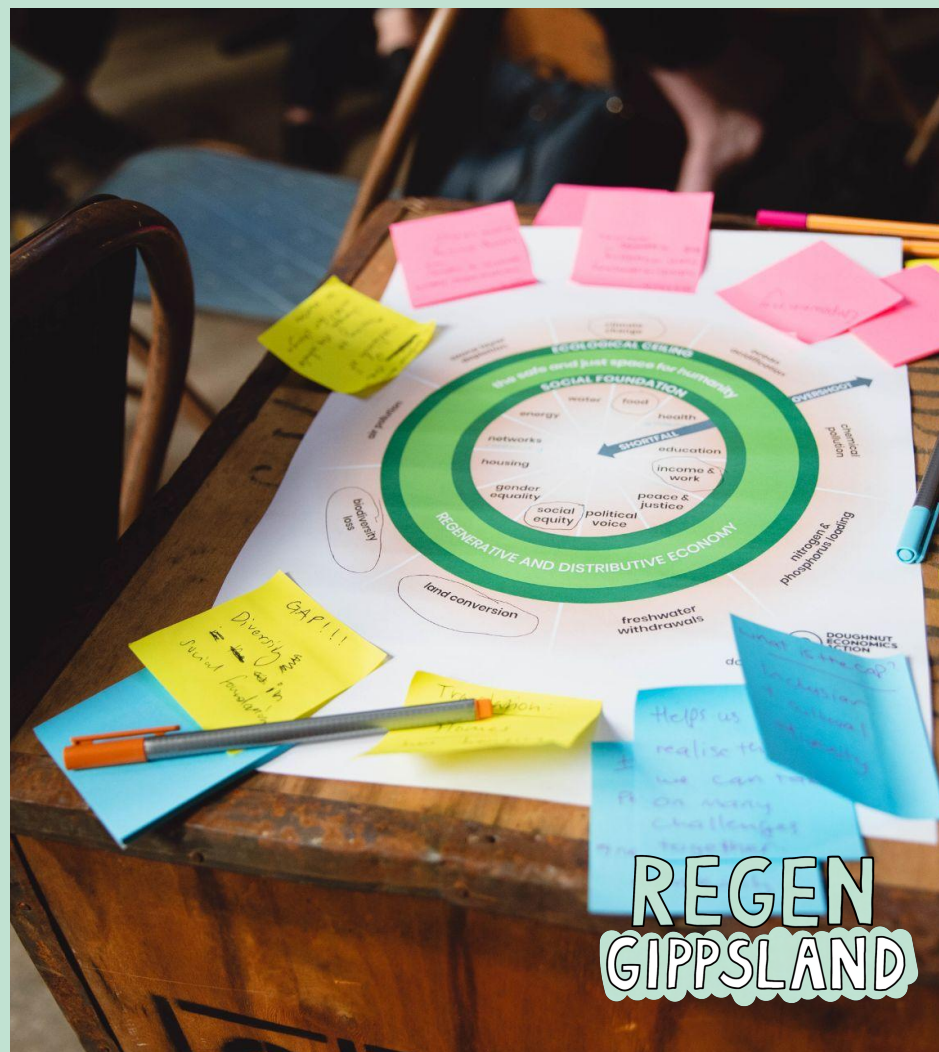
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GIPPSLAND

COMMUNITY FORUMS

At the core of our community engagement process were three community design forums, each covering a particular emerging theme in relation to the place;

Regen Tourism in East Gippsland
Food & Fibre in West Gippsland
New Energy in South Gippsland

These workshops each addressed the opportunity and aspirations of place, acknowledged existing local initiatives and champions, and explored the theme in relation to the Doughnut.



A synthesis of responses to these questions, as discussed and debated in the workshops, is presented in this section for each of the themes.

What's your first impression of the Doughnut?

What are the top three ecological ceilings of the Doughnut that are most relevant for theme in location (e.g. Tourism in East Gippsland)

Regen & Me
Reflection
What am I already doing?
What can I do next?

What are any gaps or changes in language/visuals to localise it to Gippsland?

What are the top three social foundations of the Doughnut that are most relevant for theme in location (e.g. Tourism in East Gippsland)

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GIPPSLAND

REGEN TOURISM



COMMUNITY
FORUM 1
REGEN TOURISM

11 SEP 2023

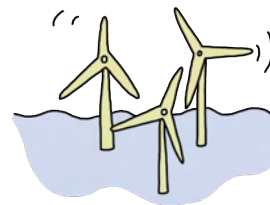
FOOD + FIBRE



COMMUNITY
FORUM 2
FOOD & FIBRE

16 SEP 2023

NEW ENERGY



COMMUNITY
FORUM 3
NEW ENERGY

24 SEP 2023

TOURISM COMMUNITY DESIGN FORUM

GO SHARE PERSPECTIVES GO



NARRATIVE
OF HOPE

INITIAL THOUGHTS



BIG PICTURE

NEEDS
MORE LOCAL
HEADINGS



TERMINOLOGY
MUST BE
IDENTIFIABLE

GAPS



COMMUNITY



OCEAN RISING
TEMP

YOUTH



TREES &
FOREST



ART +
CREATIVITY



DIVERSITY

REGEN TOURISM

CREATIVE COMMUNICATION



TANGIBLE
CONTRIBUTION

CREATE SPACE FOR
ARTISTS + SCIENTISTS
TO CONNECT

PUBLICISE
GOOD WORK



PARTICIPATORY
MODEL

ACCESSIBLE STORY TELLING



CONNECTED GIPPSLAND

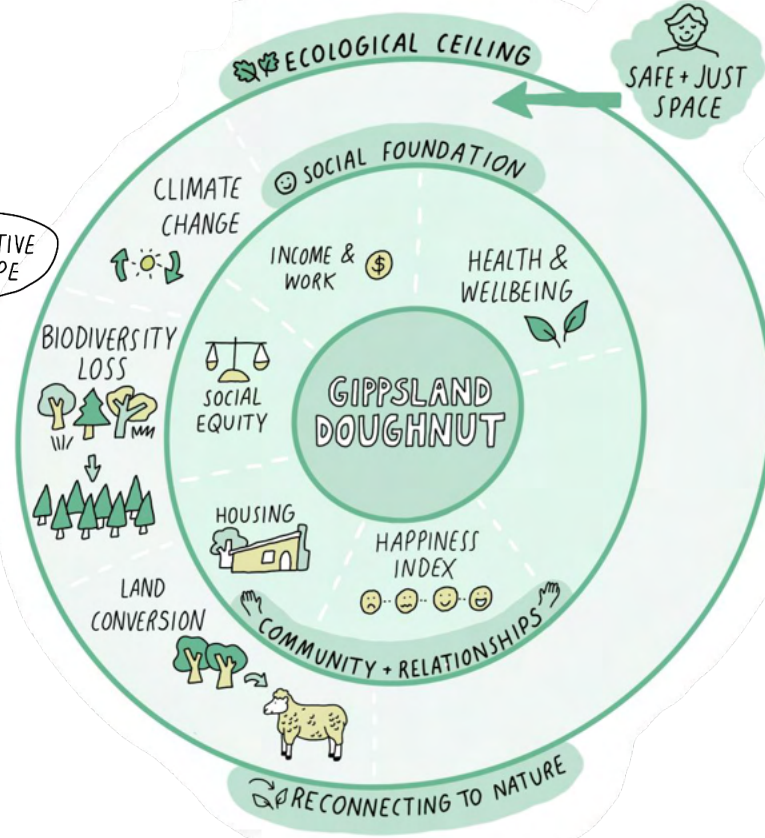


TRACKS +
TRAILS

FORESTRY
ECOLOGY



Move people from
water up the
mountains



COMMUNITY FORUM #1

Visions for Regen Tourism in East Gippsland

A "Connected
Gippsland"
joining all tracks
and trails across
Gippsland

Establish an
East Gippsland
River Trail

Gippsland to
become leaders in
the Hemp Industry

East Gippsland
as a Sanctuary

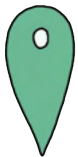
Turn citizen science
into art work
throughout all of
East Gippsland

Build a platform
to connect
established regen
activities for visitors

REGEN TOURISM







LOCALISING THE DOUGHNUT

SOCIAL FOUNDATIONS

What are the main social foundations of the Doughnut impacting Tourism in East Gippsland

Housing

Income
and Work

Social
Equity

Health

ECOLOGICAL CEILINGS

What are the main ecological ceilings of the Doughnut impacting Tourism in East Gippsland?

Climate
Change

Biodiversity
Loss

Land
Conversion

REGEN
TOURISM

Mapping the Doughnut



REGEN
GIPPSLAND

REGEN TOURISM



COMMUNITY
FORUM 1
REGEN TOURISM

11 SEP 2023

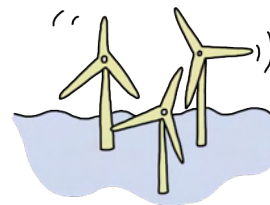
FOOD + FIBRE



COMMUNITY
FORUM 2
FOOD & FIBRE

16 SEP 2023

NEW ENERGY



COMMUNITY
FORUM 3
NEW ENERGY

24 SEP 2023

Community Forum #2



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FOOD + FIBRE

REGENERATION IN
WEST GIPPSLAND



EXPLORE
POWERS OF SEAWEED



COMMUNITY
REGENERATION



Kindness

AGRICULTURE LAND
VS FORESTS



STORY TELLING
& FOOD



BRINGS PEOPLE
TOGETHER

FLOODING
LINKED TO
LAND CONVERSION



SEPERATE REGION
THROUGH WATERWAYS

WE NEED
EDUCATION
TO IMPROVE

HEALTH &
NUTRITION

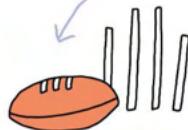


FOOD + FIBRE
COMMUNITY
DESIGN FORUM

LOCAL INITIATIVES



GIPPSLANDIA



ENGAGE LOCAL
SPORTING CLUBS

TO PROMOTE REGENERATIVE CHANGE



✓ BRAND
✓ IDENTITY



CELEBRATE OUR
DIVERSITY



GOALS

CELEBRATE THE
FOOD WE HAVE



HEMP
INDUSTRY

SUSTAINABLE
FOOD SYSTEMS



FOOD HUBS IN
EVERY TOWN

FOOD HUBS CAN PROVIDE:



FREE FOOD!



SHARE FROM OUR
OWN VEGETABLE GARDENS



REGEN
GIPPSLAND

Graphic Recorded by
ANGHARAD
NEAL-WILLIAMS

West Gippsland



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GIPPSLAND

COMMUNITY FORUM #2

Visions for Food and Fibre in Gippsland

FOOD + FIBRE



Free Food for All
across Gippsland

Connected Local
Food Hubs
throughout all of
Gippsland

Gippsland become
leaders in Hemp
industry

Celebrate our food
and culture

REGEN Cafe Trail



LOCALISING THE DOUGHNUT



INITIAL THOUGHTS



MORE LIKE A
COMPASS



OR A
SPIDER'S WEB?

EMBRACE WHAT'S
BEING DONE IN A
BETTER WAY



GAPS



CO DESIGN
+
INTERCONNECTION

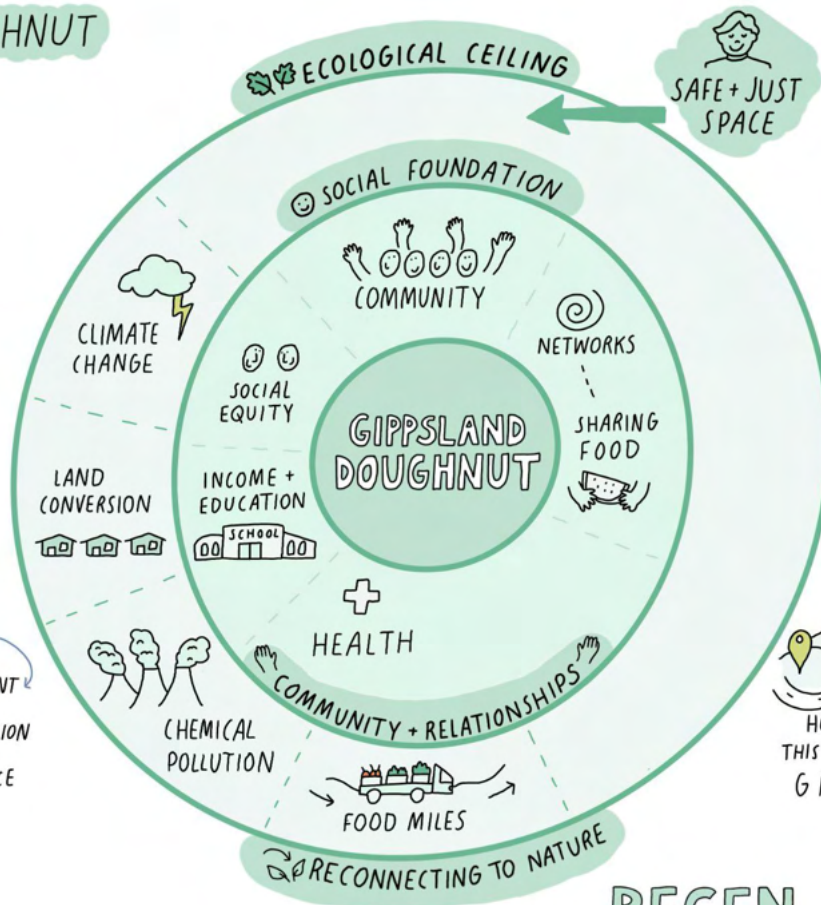


WHAT CAN
EACH REGION
OFFER?



SELF
SUFFICIENT
MOTIVATION
RELIANCE

FOOD + FIBRE
COMMUNITY
DESIGN FORUM



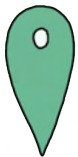
WHAT'S YOUR
SPECIAL
SAUCE?



HOW DO WE APPLY
THIS ACROSS WHOLE OF
GIPPSLAND?

REGEN
GIPPSLAND

Graphic Recorded by
ANGHARAD
NEAL-WILLIAMS



LOCALISING THE DOUGHNUT

SOCIAL FOUNDATIONS

What are the main social foundations of the Doughnut impacting Food & Fibre in West Gippsland?

Networks

Income
and Work

Education

Social
Equity

Health

ECOLOGICAL CEILINGS

What are the main ecological ceilings of the Doughnut impacting Food & Fibre in West Gippsland?

Climate
Change

Chemical
Pollution

Land
Conversion

FOOD
+ FIBRE

Food & Fibre



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GIPPSLAND

REGEN TOURISM



COMMUNITY
FORUM 1
REGEN TOURISM

11 SEP 2023

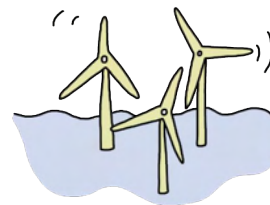
FOOD + FIBRE



COMMUNITY
FORUM 2
FOOD & FIBRE

16 SEP 2023

NEW ENERGY



COMMUNITY
FORUM 3
NEW ENERGY

24 SEP 2023

Community Forum #3



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GIPPSLAND



LOCALISING THE DOUGHNUT

INITIAL THOUGHTS

POSSIBILITY OF A
DIFFERENT KIND OF
ECONOMY

GOAL IS
BALANCE +
HARMONY



NEEDS MORE
STORY

OVERWHELMED

TOO MUCH
INFORMATION

COULD IT BE
HYPERLOCAL?

WHERE IS
THE START



GAPS

WELLBEING & JOY

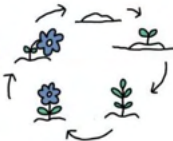


FIRST
NATIONS



LESS
SEGMENTED

ACKNOWLEDGEMENT
OF DIFFERENT
STAGES OF LIFE



GEOGRAPHIC
DIVERSITY

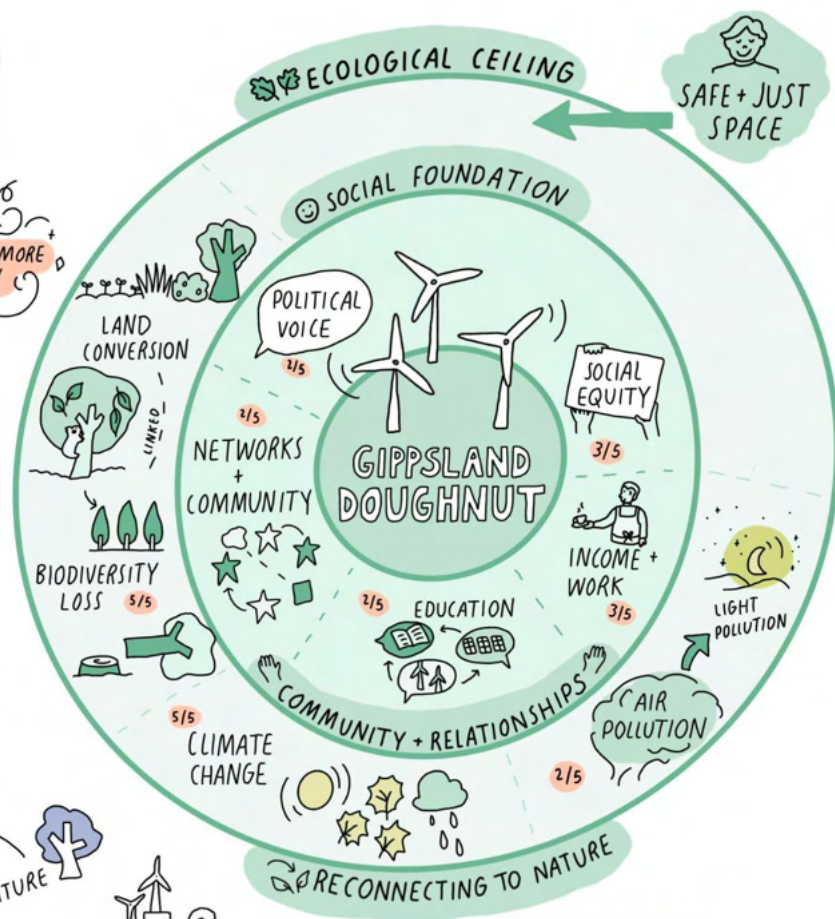
ARTS +
CULTURE



SHARED USE OF
LAND ACCESS



NEW ENERGY COMMUNITY DESIGN FORUM



REGEN GIPPSLAND

Graphic Recorded by
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NEAL-WILLIAMS

South Gippsland



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COMMUNITY FORUM #3

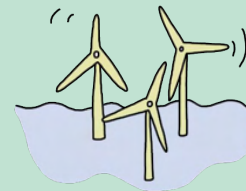
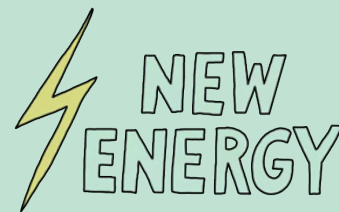
Visions for New Energy in South Gippsland

Community Power
Hubs across
Gippsland

Energy Sharing
Models

Circular Systems

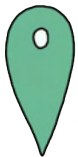
Resilient Towns



New Energy



REGEN
GIPPSLAND



LOCALISING THE DOUGHNUT

SOCIAL FOUNDATIONS

What are the main social foundations of the Doughnut impacting New Energy in South Gippsland?

Networks

Income
and Work

Education

Social
Equity

Political
Voice

ECOLOGICAL CEILINGS

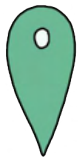
What are the main ecological ceilings of the Doughnut impacting New Energy in South Gippsland?

Climate
Change

Chemical
Pollution

Land
Conversion





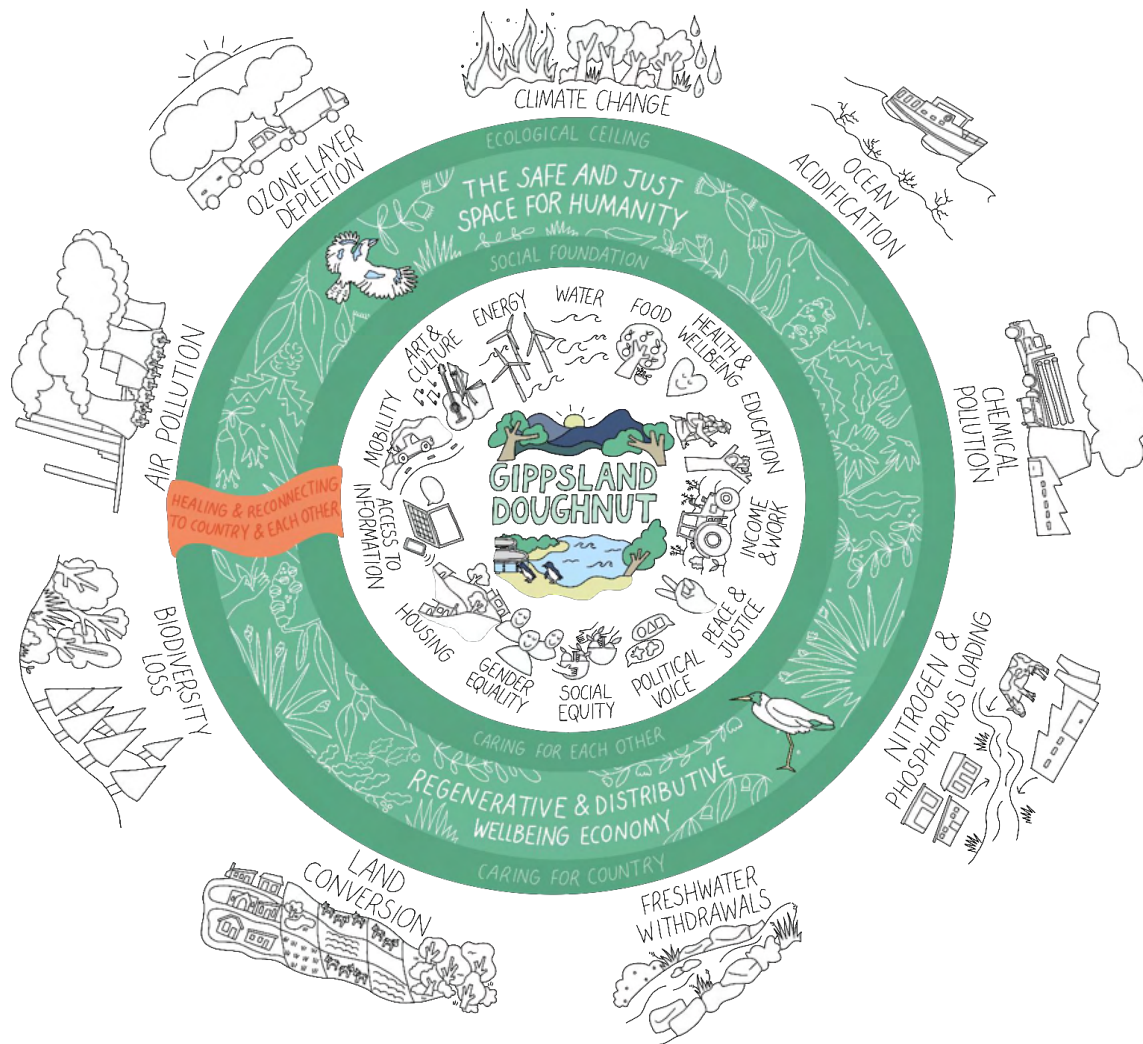
LOCALISING THE DOUGHNUT TO GIPPSLAND



What are the gaps of the Doughnut and how can it be localised to Gippsland?

Common themes that were recurrent across all forums that were weaved into the design and creation of Gippsland Doughnut and Vision

First Nations	Creativity	Play & Recreation	The Commons
Connection to Country	Diversity	Psychological & Spiritual	Lifecycles
Community	Livelihoods	Joy	Intergenerational
Healing	Wellbeing	Pollution	Waste
Culture	Rest	Relationships	Population Pressure
Arts	Heart & Soul	Self-worth	



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GIPPSLAND

Regen Tourism

REGEN
GIPPSLAND





PART THREE:
**THE ROAD
AHEAD**

NEXT STEPS FOR 2024



FOCUS ON
BIG
PICTURE



Step.1

Further develop the Gippsland Doughnut

- **Launch the Gippsland Doughnut**
Take the data from the community insights to create our localised version of the Gippsland Doughnut to serve as a compass for the region.
- **Measuring what matters**
Begin mapping the Gippsland Doughnut to capture quantitative data and storytelling to create a holistic and integrated measure of progress for our region, with inspiration and guidance from [Regen Melbourne's Platform](#).

Step.2

Grow the Regen Gippsland alliance

- **Ambitious Projects**
Build off the lanes of exploration from our 2023 community forums to surface collective ambitious projects.
- **Funding architecture**
Explore how Regen Gippsland can unlock resources to support existing, and enable new initiatives.

Step.3

Channel the collective power of the alliance

- **Stewardship**
Grow our Advisory Board to guide the long term direction of Regen Gippsland and core team to support activation of projects and initiatives that emerge.
- **Grow and enable the alliance**
Continue to grow the alliance and enable participation to channel our collective power to move Gippsland into the safe and just space..

REFLECTIONS

The story here represents an initial, modest endeavour to apply Doughnut Economics in addressing significant challenges and opportunities for Gippsland. What was evident in our engagement phase was that to enable our transition to a regenerative economy requires ambitious cross-sector collaboration between governments, businesses, communities and individuals.

The insights gathered emphasise the ongoing efforts across Gippsland to create a more livable, equitable, and resilient place. We acknowledge that our efforts build off various existing government and sector initiatives and strategies for economic transition.

Leveraging this work and the expertise of organisations involved will be crucial for collectively navigating our current economic landscape and preparing for future challenges and opportunities. Regen Gippsland aims to amplify and expedite these endeavours, by channelling the collective power of the alliance to enable the transition to a future that better serves people and the planet.

This marks just the beginning of our collective journey towards a regenerative Gippsland. We invite all Gippslandians to engage and participate in shaping a future for our region that thrives within the boundaries of the Doughnut.



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