

FAMILY PROJECT PAPER 02  
SEPTEMBER 2010

THE AUSTRALIAN CENTRE  
FOR SOCIAL INNOVATION  
[tacsi.org.au/design](http://tacsi.org.au/design)

# Creating family by family



The Australian Centre for Social Innovation set up our team to solve big, social problems. Our problem? Too many families-in-crisis, interfacing with state systems, and too few families thriving. Our process? A design + policy process which works with people to reset outcomes, co-design ideas, prototype solutions, and build the case for scale. Our resources? A social worker / systems insider, a designer, a sociologist, a city in South Australia, a child protection system, a centre for social innovation, and families of all shapes and sizes. Our timeline? 9 months to develop solutions with families, and the structure to take it all to scale. Our status? It's now month 4 and we're about to prototype Family by Family. Our concept to enable family thriving. Here's what the past four months have looked like...

# LOOK PHASE



We hung out with 35 different families to get a feel for their lives. Some were thriving, living the lives they wanted to lead. Others were just coping, looking for help and often not sure who to turn to. Then there were the families who were in crisis and receiving state support.

1 We met families in their homes



2 We organised a family festival of developmental experiences



3 We went out and about with families



4 We came together to share stories and insights



5 We compared thriving families with coping families

We met thriving families with different backgrounds and income levels. These families shared a set of behaviors and a mindsets that set them apart from coping families.

Just coping families. . .	Thriving families. . .
Focus on family preservation	Focus on family development
Do what's familiar	Try new and different things
Make Reactive decisions	Make strategic decisions
Give negative feedback	Give positive feedback
Insulate family from outside	Connect to outside opportunities

Download our Look stage report from [taksi.org.au/designpapers](http://taksi.org.au/designpapers)

# CREATE PHASE



In the Look phase we didn't find any services that worked to develop thriving behaviours for whole families. In the Create phase, we worked with families to develop something that could. We started with shaping messages, experiences and interactions that appealed to families. Then we worked on developing the systems to support and scale our concept.

6 Our first concept was called the 'Family Exchange'



7 We tested the 'Family Exchange' offers & experiences



8 We found they didn't appeal to problem-focused coping families



9 But the offers did appeal to opportunity-focused families



10 We rethought our core concept & developed 'Family by Family'



11 We tested the new 'Family by Family' concept with families



12 We learnt from what worked and didn't work

The first iteration of our idea, 'Family Exchange' flopped with coping-families. We'd wrongly assumed that all families would see new experiences, new relationships and new things to do as a family as a good thing. We learned that many families were too focused on solving problems to engage with opportunities.

In our second iteration of the idea, Family by Family (FbyF), we developed separate offers for problem-focused and opportunity-focused families. The messages worked much better but showed us the gap between coping and thriving was bigger than initially thought. We realised that to spread thriving behaviours, Family by Family should not be a service, but a movement of thriving families, with an explicit set of beliefs and a mission to spread thriving behaviors to others.

13 Sharing the idea of the FbyF movement with practitioners

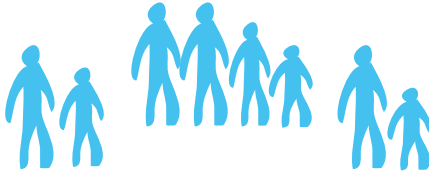


14 Testing FbyF with potential funders and champions

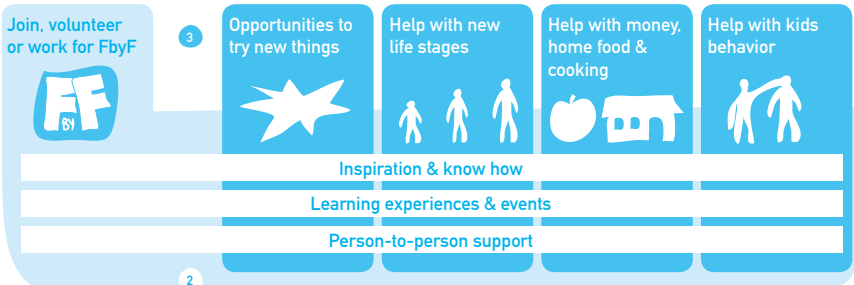


# PROTOTYPING

In prototyping we will run a small version of FbyF in order to test our hunches and develop interactions that really do begin to change family behaviors. We'll recruit families, run family to family experiences, train practitioners and use what we learn to improve our ideas. This page sets out our concept prior to prototyping.



## HELP & OPPORTUNITIES FOR ALL FAMILIES



## A MOVEMENT OF FAMILIES HELPING FAMILIES

### FAMILY BY FAMILY VISION

Families getting more from each other, communities and life.

### FAMILY BY FAMILY MISSION

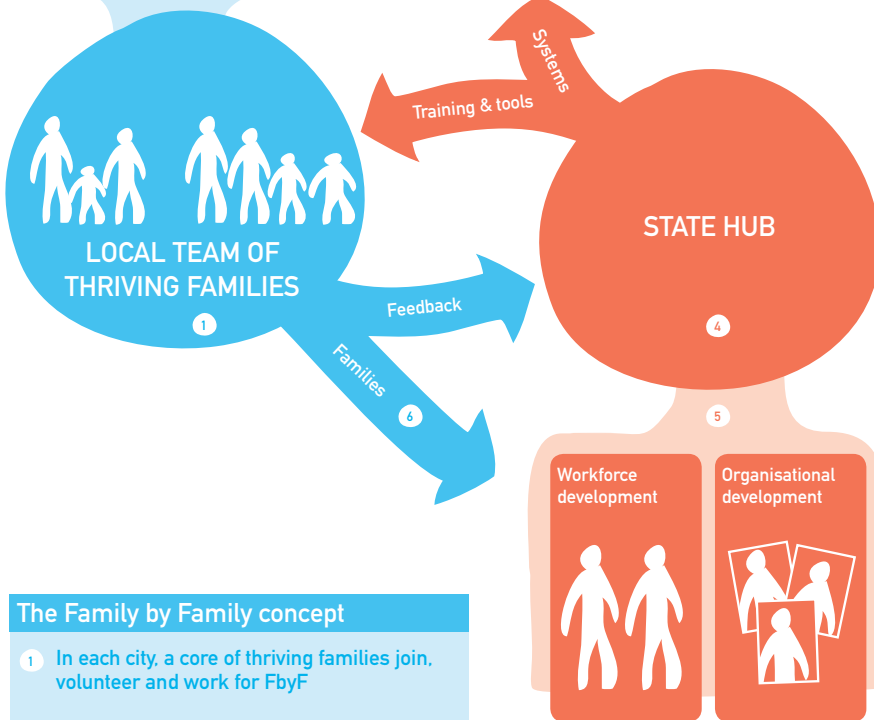
Investing in families to develop each other and services

### THEORY OF CHANGE

Exposing coping families to thriving families and immersive experiences will cultivate thriving behaviours & mindsets.

## FAMILY BY FAMILY BELIEFS ITERATION NO 1

- Better families = better communities
- Great families help people to grow & to explore
- No family is ever perfect
- All families can change
- All families need to change with time
- Families are best helped by other families



## SHAPING FAMILY SERVICES

### The Family by Family concept

- 1 In each city, a core of thriving families join, volunteer and work for FbyF
- 2 Thriving families in the local teams provide:
  - inspiration and know-how
  - learning experiences & events
  - person-to-person support.
- 3 Families outside the local team are attracted to the five offers:
  - Join, volunteer or work for FbyF
  - Opportunities to try new things
  - Help with new life stages
  - Help with money stuff, home & food
  - Help with kids behaviour
- 4 The city teams are recruited and supported to help other families by the state hub
- 5 The state hub shapes services provided to families by NGO's and government by providing tools and training.
- 6 Local teams support the state hub with training local services.