

Community Welfare And Development

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Summary

Ethics and moral values are the core of community development and welfare, and they must be highlighted. This report addresses two videos, A 'Place of their Own' and 'Community Action and the Environment', that shows two different community catering a similar incident of protest with the effort of the whole community. The report sheds light on the various principles and policies adopted by the two diverse communities to stand against the unethical practices performed by the company, which damage the environment and cause harm to the community. The report finally concludes and recommends the possible actions that could've been taken by the communities to handle their situation and get better results.

Additionally, the report addresses the five models of community development by Kenny (2016) used by the two communities for their development and welfare.

Introduction

A community refers to a large or small group of individuals living in a particular place, possibly sharing similar characteristics like race, religion, caste, income levels, and social behaviors (Minkler & Wallerstein, 2012). However, a community can be diverse when it comes to racial and geographical backgrounds, religion, and income levels but with a similar way of life, beliefs, and goals that define their social structure (Green & Haines, 2015).

Community welfare activities are meant for the development and growth of society and the people living in it, who work collectively, ignoring their differences and focusing on their ultimate mutual goal of the benefit of society (DeFilippis & Saegert, 2013).

The overall development of the community is crucial for the personal growth of every individual living in that social structure. This is because of the actions of the rest of the community influence the behavior of an individual and how they view various topics, which contributes to their success in life. Hence, the welfare of the co, community holds a significant place, and the unity of the people living in the community leads to its progression.

The two communities are shown in a place of their own, and 'Community Action and the Environment' depict similar traits of a developed community with individuals unanimously raising their voices against a common issue that is causing them a problem and introducing a hurdle in the way to the progress of the society.

A Place of Their Own

'A Place of Their Own' is a video that depicts the community values and struggles of the people who lived in Riviera Caravan Park in 2003 who were asked to evacuate the location of their residence in six weeks. The notice was considered to be very harsh by everyone who had lived in the area since their childhood and had no other place to go because of their income levels. However, owners of the resident caravan park argued that they couldn't afford the maintenance of the park with the compensation provided by the residents.

The new policy alarmed all the residents of the park, and they collectively raised their voices against the activity that could destroy the houses of many individuals in the community. They lead a peaceful protest to hold a strong position against the owners of the park. This action was a threat to the development and welfare of the community as it affected the lives of individuals who would be homeless if they were asked to leave their current place.

The protest was a unanimous decision that supported them in making their argument and empowering each other, but it lacked organization and communication. That is where they fell weak, leading to a protest failure. The decision of the owners didn't change, and the residents were evacuated from their homes.

Community Action and the Environment

The society depicted in the video 'Community Action and the Environment' is a small part of Melbourne. The residents are disturbed by the unethical activities of the company in their community, i.e., the Australian Company of CSR. The company is reported to have been involved in unethical activities that are causing damage to the environment and are dangerous for the local residents.

Using their basic values and mutual understanding, the community stood against the actions against the company and raised awareness through their campaign, which was called "No Toxic Waste." They performed peaceful protests to avoid violence and further damage to the welfare of the community. Raising their voice against the wrongdoing in their society is an example for all individuals, which will help them become better people and contribute to the community when required.

The significance of the actions of the community is that they unanimously made a decision and stood against the wrong, giving priority to the values and morals upon which their community stands. They ignored their difference and followed Kenny's five models of community development, which require the empowerment of the community by a leader or a team that includes the media. The locals spread awareness about their situation through effective campaigns and maintained clear communication between individuals to ensure they were on the same track throughout the process.

Relative Efficacy of the Community Development Actions

The community, shown in a place of its own, held its argument on the basis of emotions and brought in a human factor, which is not always a strong position for people who have technical and more practical arguments. Furthermore, the community united against one cause but without a leader who could empower them and guide them towards development. There was a conflict among the community members regarding the aims of the community members, which was a result of the miscommunication.

On the other hand, the community of Melbourne was able to achieve its desired result and ultimate mutual goal because it stood on strong grounds of a clean environment. Every member of the community believed in its welfare and development, which brought them together for one purpose: to their voice against the unethical practices performed by the company in their society. Residents of a small part of Melbourne used the media as an influencer and raised awareness about their campaign, which gave them a strong position against the opposition party.

Review of the Practices and Policies

After reviewing the actions of both communities against the unethical activities happening in their society, it is clear that the community of Melbourne was more focused and goal-oriented, which led to their success in ending the immoral practices of the company that were damaging their environment. This is because they used efficient methods and effective communication as the core of their project. Involving media in their project was another excellent decision, which became their community leader in the protest and empowered them throughout the process.

On the other hand, the residents of the park were led by indifferent aims and opinions without any effective communication. Their constant appeals were not relevant to the decision-makers who had a stronger point with the economic losses. The community lacked a purpose in their campaign and couldn't argue their position. Additionally, it lacked leadership and empowerment from other sources, such as the media or a politician or public speaker who could support them in the matter. The community did not focus on its strengths and failed to achieve its desired results. This damaged many individuals and created an obstacle to their development.

Recommendations

Community development has many potential benefits, such as the welfare of the whole society, which contributes to the success of every individual who is a part of it. This is because the individuals in a society are influenced by the actions of the whole community and develop skills and knowledge due

to the developments made by the community.

The residents of the park could've arranged a more organized way of approaching the opposite side and hired an official lawyer to empower their argument. Instead of providing irrelevant points in their campaign, they could've made their argument stronger with economic factors, environmental benefits of their residence, and the benefits they are providing to the whole community, such as labor force or other services. With the support of other community entities, the locals could've won their fight.

Conclusion

It is concluded that community welfare is essential for community development and the success of individuals. The significance of policies, moral values, and ethics is the backbone of every community, which requires being followed by individuals and all community members. The two communities shown in the videos are facing similar issues of immoral behavior but are tackled differently, and that is why neither of them succeeded in achieving their targets.

We've learned the importance of communication and unity for the progress of a community through the actions of the community of Melbourne and the residents of the park. Additionally, leadership is crucial for the empowerment of every community to stand on strong grounds against any opposition.

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