



Storytelling in CLCs Work Reasons, Roles and Risks

National CLCs Conference
25–27 AUGUST 2015 MELBOURNE, VICTORIA

“UNLESS ...”

Storytelling in CLCs Work - Reasons, Roles and Risks

Stories *matter* because stories are about people
Storytelling requires opportunity
Storytellers need listeners

Storytelling can empower individuals and communities
Stories can be stolen and power appropriated

Stories create awareness of others
Stories change minds and bring people together

Stories can inspire and lead to ideas and action
Stories can damage
Stories can heal

Stories can engender empathy, understanding and care

UNLESS the stories of CLC clients and workers are told, CLC work and history is not complete, and people may care less.
UNLESS someone cares, nothing will change.

“But *now*,” says the Once-ler,
“Now that *you’re* here,
The word of the Lorax seems perfectly clear.
UNLESS someone like you
Cares a whole awful lot,
Nothing is going to get better.
It’s not.”¹

Storytelling for CLC clients and CLCs is a way of claiming ownership and control, a method of effective advocacy, a form of community development and empowerment, a bearing witness and a complement to data.

Storytelling is strategic, ethically challenging, creative, risky, effective, and fun.

**Come, tell and listen to the stories
Learn and discuss the methods, opportunities and risks
Be with other people who care,
at the 2015 National CLCs Conference
Pullman Melbourne on the Park, Melbourne, 25-27 August 2015**

¹ Dr Seuss, *The Lorax* Collins, London, 1971