

SPORTS WITHOUT BORDERS

CONFERENCE 2013

Friday, 3 May 2013 - Melbourne, Australia

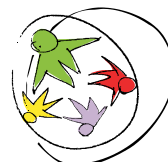
Delegates get a
showbag of
goodies valued at
\$150!

Innovation in community sport: Learn How, Now!

The essential conference for every grassroots sporting group,
administrator and community leader in local communities
and local government



SPORTS
WITHOUT BORDERS
we're all on the same team



ourcommunity.com.au

Sports Without Borders!

Australian nationalism, for better and for worse, is inseparable from our love of sport.

The Tests, the Cup, the Open, the Grand Final – these events structure our year as much as the big religious festivals. Questions about Bradman turn up in citizenship exams. We've spent more on the Olympics than on the National Broadband Network. In this country, sports mean something.

From the top right down to the grassroots, we use sports to express our values. Those values have to come from all of us and speak to all of us. **They have to change with the times.**

We need to factor in 21st Century views of gender equality and cultural inclusion. We need to guard against old-fashioned myths and prejudices. We need to continually innovate to survive.

This conference will illuminate how sports are changing, how sports clubs are innovating, and how sports administrators, players, observers and volunteers can help shape the outcomes.

Key takeaways:

- In the digital age, how do you recruit and retain your volunteers?
- In a spectator-led age, how do you develop systems to engage members?
- What has to change before under-represented groups – women, people with disabilities, people from culturally and linguistically diverse communities, gay and lesbian people and Indigenous Australians – see your club as relevant to their lives?
- What partnerships are becoming possible with emerging stakeholders?
- Marketing: not just a good idea, it's the game.
- Learn from the professionals how to innovate – it'll push you ahead of the pack.

Why should I attend?

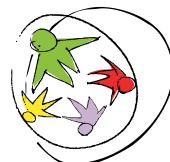
The **2013 Sports Without Borders Conference** brings together the complete picture – sportspeople, club officials, volunteers, policymakers, government funders, government and local government workers, peak bodies, sports administrators and sports media.

If you're from any of these groups, this conference is about you.

Learn the facts, hear the stories, and find out about best practice sports solutions. Your club, and your community, depend on it.



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Keynote Speakers

THE HON. HUGH DELAHUNTY MP

Hugh Delahunty is the Victorian Minister for Sport and Recreation and Minister for Veterans Affairs. He played senior football with Essendon, later achieving success as a player and coach in regional Victorian leagues. He was Councillor and Mayor for the former Horsham City Council, Chairman of Commissioners of Mildura Rural City, and Mayor and Councillor of the Horsham Rural City Council. Since 2002 he has been the MP for Lowan.

JAMES DEMETRIOU

James is co-founder (with his son Tom) and Chair of Sports Without Borders, a not-for-profit organisation that provides support for young people from migrant and refugee backgrounds who are involved or want to get involved in sport. A highly experienced senior executive and educator/academic, James has worked extensively in the corporate, educational and not-for-profit sectors. He was a former senior player (1975-1976) and Director (1996-1997) of the Essendon Football Club.

STEVE HORVAT

Steve is a retired Australian professional soccer player. A graduate of the Australian Institute of Sport, Steve began his career with Melbourne Croatia. He later played with Sunshine George Cross, North Geelong Warriors, the Melbourne Knights (for whom he won the Joe Marston Medal), Hajduk Split, Crystal Palace and Carlton. He was a regular member of the Australian national side, making 32 appearances between 1994 and 2002. Steve retired in 2003 at the age of 32.

PAUL KENNEDY

Paul is a former state league footballer and is currently a senior television journalist, with 15 years' news reporting experience. He is the national sports presenter on *ABC News Breakfast* and presents sports news on *ABC News 24*, along with being host of *ABC Contact Sport*. Paul has covered some of the biggest stories in Australia for networks Ten, Nine and the ABC, with his work in the area of drugs in sport among his career highlights.

THE HON. KRISTINA KENEALLY

Former NSW Premier Kristina Keneally is the Chief Executive Officer of Basketball Australia, the governing and controlling body that covers all Australian basketball's professional leagues, national teams and national championships. The daughter of an Australian-born mother and American father, Kristina grew up in the United States playing basketball and soccer. She moved to Australia in 1994, and was elected the Member for Heffron in the NSW Parliament, a position she served until 2011.

FRANCIS LEACH

Francis is a broadcaster with a unique history, having started at national youth radio network Triple J before moving into sports broadcasting. Currently the presenter of *ABC Grandstand Breakfast* on the national broadcaster's digital radio sports station, Francis is also part of *Grandstand's* live sports commentary team, calling AFL and A League games, as well as Socceroos matches. For five years, he co-hosted the popular *Run Home* drive program on Melbourne sports talk station 1116 SEN.

SENATOR THE HON. KATE LUNDY

Senator Kate Lundy is the Federal Minister for Sport and Multicultural Affairs and Minister Assisting for Industry Innovation. She has previously served as both Parliamentary Secretary to the Prime Minister and Parliamentary Secretary for Immigration and Multicultural Affairs. Prior to the 2010 election, Senator Lundy was Chair of the Joint Standing Committee for the National Capital and External Territories, a long-standing member of the Senate Environment, Communications and the Arts Committee, and sat on the Advisory Council of the National Archive of Australia.

RITA PANAHI

Rita Panahi is an uncompromising social commentator who is prepared to tell it like it is. She can be heard on SEN 1116 where she co-hosts the popular *Casual Friday* program. Rita has also been published in the *Herald Sun*, *Daily Telegraph*, *Courier Mail* and *MX*.

The Speakers

PATRICK SKENE

Patrick has more than 10 years' experience in community sport engagement and is the Director of Sport and Media for Red Elephant Projects, a specialist consultancy involved in fan development, participation, talent, media, marketing, education, technology and programs for Indigenous and multicultural communities. Patrick's areas of expertise include research, strategy, program design and building, media, community engagement, evaluation, mentoring and program sustainability. He has worked with most of the major sports codes in Australia, as well as in the IT Industry.

RON MURRAY

Ron is an internationally renowned didgeridoo soloist, having performed around Australia and internationally. A Wamba Wamba man (around the Swan Hill area), Ron grew up near Balranald, NSW, surrounded by Indigenous sacred country and sites. These days he is a cultural educator, storyteller, wood sculptor and didgeridoo maker who regularly gives presentations on Indigenous issues in the areas of employment, history, the environment, justice and cultural heritage.

BRETT DE HOEDT

Brett is a media trainer, facilitator and the founder and self-proclaimed Mayor of Hootville Communications, a PR agency that serves not-for-profit clients. Before starting Hootville, Brett worked as a print journalist, talk radio host and publicist with media organisations including Truth, New Idea, Channel 7, ABC TV and radio, and radio 3AK. Brett is a true believer in community causes, community organisations, and the people who choose to support them.

STEVE TIGHE

Steve is one of Australia's most compelling speakers on the future and innovation. A practising futurist, Steve has a Masters in Strategic Foresight from Swinburne University, and has completed the Oxford Scenarios Programme at Oxford University. Steve is an international speaker, who provides insights on the drivers of future change, and Australia's evolving values and emerging trends, analysing how these changes are re-shaping every aspect of our lifestyles.

JOSH VANDERLOO

Josh is the Head of Community Participation at the Australian Football League (AFL), where he is responsible for growing participation at all levels of the game, as well as ensuring quality environments and clear pathways. Josh has more than 10 years of industry experience, having begun as a regional manager in South Australia before managing state and national Auskick portfolios, eventually taking on the broader management role in 2010.

RICHARD INGS

Richard held senior roles with Coca-Cola Amatil and the Smith's Snackfood Company before being lured to the US to implement anti-doping and anti-corruption programs for men's professional tennis. A former professional tennis umpire, in 2005 Richard moved back to Australia to take up the position of CEO of the Australian Sports Drug Agency, before being appointed the inaugural CEO and Chair of the Australian Sports Anti-Doping Drug Authority. He is currently Managing Director of Web Technology Company ReadSpeaker Pty Ltd.

Sports Without Borders Conference Program 2013

FRIDAY, 3 May 2013

8.00-9.30am REGISTRATION OPENS

› **Morning Facilitator: PAUL KENNEDY, Host of ABC Contact Sport and ABC News Breakfast**

9.30-10.00 WELCOME

JAMES DEMETRIOU, Executive Chair, Sports Without Borders

ACKNOWLEDGEMENT OF COUNTRY

RON MURRAY, Didgeridoo soloist, cultural educator & storyteller

Hear about our aims and aspirations for this conference, participate in the Acknowledgement of Country

10.00-10.45 THE FUTURE IS HERE:

What's happening in our backyards and what it means for your club

STEPHEN TIGHE, Futurist & Demographer

Life never stands still (though you may not know it when you look at some sports clubs). What's changed? What's coming next? What does your club need to do to keep up? In this interactive session, you'll learn the key demographic trends that are shaping and reshaping our communities – and what you need to know and do to make the most of them.

10.45-11.05 MORNING TEA & NETWORKING

11.05-11.15 SENATOR THE HON KATE LUNDY, Minister for Sport, Minister for Multicultural Affairs, Minister Assisting for Industry and Innovation

Hear what the Federal Government has on its sports agenda.

11.15-12.15 THE GREAT DEBATE:

"Australian sporting groups are letting the team down with ineffective financial and organisational management and poor engagement practices"

AFFIRMATIVE: STEVE HORVAT, retired soccer player, advisor to Melbourne Knights FC Board and RITA PANAHI, media commentator and SEN host

NEGATIVE: Professor Russel Hoyer, Director, Centre for Sport & Social Impact, LATROBE University and KELLI UNDERWOOD, Radio and television journalist and sportscaster

Adjudicator:

FRANCIS LEACH, Host, ABC Grandstand Breakfast

A sports club needs much more than good players to be successful. What happens in the committee-room and the back office are essential for a harmonious, sustainable club. How are Australian sports groups performing? Our debaters tell it like it is.



Sports Without Borders Conference Program 2013

FRIDAY 3 May 2013 continued...

12.15-1.00 LUNCH

Hosted by **THE HON KIM WELLS, Minister for Police and Emergency Services** representing **THE HON HUGH DELAHUNTY MP, Victorian Minister for Sport and Recreation**

**1.00-2.00 INSPIRATION FOR SUCCESS:
Creating change without pain**

KRISTINA KENEALLY, Chief Executive Officer, Basketball Australia

Change can be exciting, exhilarating even. But let's face it – it can also be difficult and painful. How do you maximise the former and minimise the latter? Former NSW Premier and CEO of Basketball Australia Kristina Keneally knows all about change. In this keynote address she will reveal what she's learned about how to make the best of it.

2.00-3.00 GET THE KNOWLEDGE: BEST PRACTICE WORKSHOPS:

*Choose your
first session
to attend.*

1. Get More (and Better) Volunteers:

Innovation in Volunteering – the AFL Auskick case study

JOSH VANDERLOO, Community Participation Manager, AFL

2. Get More Members:

How to market yourself better to improve your image and appeal

BRETT DE HOEDT, Founder and Mayor, Hootville

3. Innovation:

Ten tips to help you innovate your group

PATRICK SKENE, Director of Sport and Media, Red Elephant Projects

4. The Integrity of Sport:

Is it Beyond Protecting?

RICHARD INGS, Former CEO and Chair of the Australian Sports Anti-Doping Drug Authority

3.00– 3.30 AFTERNOON TEA & NETWORKING

3.30–4.30 GET THE KNOWLEDGE: BEST PRACTICE WORKSHOPS: (attend 2nd session)

*Choose
your second
session to
attend.*

1. Get More (and Better) Volunteers

2. Get More Members

3. Innovation

4. The Integrity of Sport

4.30 Close

About Us

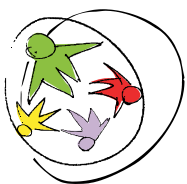


Sports Without Borders is a national not-for-profit organisation, auspiced by the Australian Multicultural Foundation (AMF) and dedicated to providing support for young people from migrant and refugee backgrounds who are involved in or want to get involved in sport.

Sport has played a vital role in multicultural Australia, empowering many newly arrived Australians to develop an identity and sense of active belonging. Sports Without Borders fosters this process by providing funding and services to young people from culturally and linguistically diverse backgrounds.

The Sports Without Borders Foundation aims to foster accessible, multilingual resources and services, (more) funding pathways, direct financial support, training/mentorship programs and sponsorship contacts to refugee and migrant communities by:

- Developing an understanding of the particular barriers to participation in sport experienced by refugee youth in Australian society;
- Developing and implementing innovative platforms and initiatives to help overcome those barriers by highlighting the messages and opportunities arising through sport;
- Developing linkages, associations and agreements with public, private and community organisations and funding bodies to increase support for these objectives;
- Raising community awareness of issues relevant to the activities of the Foundation;
- Facilitate peace building and humanitarian initiatives;
- Pursuing associated educational and research activities and opportunities;
- Providing support for and opportunities to students and academics studying and working in fields conducive to the attainment of these objectives.
- Creating, publishing and disseminating information in connection with these objectives;
- Soliciting grants, donations, gifts and bequests to the Foundation for the purpose of achieving the objectives.



Our Community is a world-leading social enterprise that provides advice, tools and training for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government. Our major offerings include:

1. **www.ourcommunity.com.au** – Australia's most useful website (comprising the online Knowledge Centres) and publishing house – accelerating the impact of Australia's 600,000 community organisations and schools
2. **[GiveNow.com.au](http://GivNow.com.au)** – helping individuals and businesses give more, give smarter, give better, Give Now!
3. **Institute for Community Directors Australia** – practical and accessible certificated training and community sector conferences delivered locally through our training institute
4. **Australian Institute of Grants Management** – the unique suite of grants management services, including the groundbreaking online grants management system, SmartyGrants

Conference Info

› **Venue:**

Moonee Valley Racing Club, Members Gate 1, McPherson Street, Moonee Ponds VIC.

› **Date:**

Friday 3 May 2013

› **Price:**

\$298 (GST inclusive)

LOCAL GOVERNMENT AND PEAK ORGANISATION DISCOUNT: send six delegates, including at least two from sports groups in your community, and pay for only four - \$1192 (\$596 discount)

› **Parking and Public Transport:**

CAR: Melway Ref: 29A7; free all-day parking available at venue

TRAM: Route #59 Airport West-City; Catch the tram from anywhere on Elizabeth St in the city & get off at Stop 33 (Moonee Ponds Junction). Walk down Dean St, turn left into McPherson St; enter at Members Gate 1

TRAIN: Catch a Broadmeadows/Craigieburn Line train from any City Loop station & get off at Moonee Ponds Station. Walk down Puckle St (becomes Dean St) through shopping strip & turn left at McPherson St; enter at Members Gate 1.

Contact Viclink for info on timetables, ticket prices and maps www.viclink.com.au. Phone 131 638

› **Inclusions:**

Registration cost includes lunch and refreshments.

Price includes GST.

› **Commitment to Access & Equity:**

The organisers and supporters of this conference are committed to access and equity and as much as possible will be done to meet the needs of all delegates. Please contact Alan Matic if you require special assistance – phone (03) 9320 6805 or email alanm@ourcommunity.com.au. In order to ensure that all needs can be met, please note that we require six weeks' notice for most special needs requests.

› **Take Away Reference Material:**

In line with our sustainability objectives, presentations made available for distribution to delegates will not be printed but will instead be available via email post the event.

› **Bookings, Cancellations & Refunds:**

Cancellation notice of more than 10 working days prior to the event is 50% refundable; cancellation notice of less than 10 working days prior to the event – NO REFUND. Substitution of attendees is allowed; written notice is required for cancellations and substitutions; no transfers between events.

› **Split Tickets:**

Split tickets are not permitted given the low cost of the program.

› **General Enquiries:**

Please email service@ourcommunity.com.au or phone (03) 9320 6800.

› **Program:**

We aim to keep to the published program, however please note that speakers and timing may change without notice.

› **Accommodation:**

We recommend www.lastminute.com.au or www.wotif.com

Registration Form

2013 Sports Without Borders Conference

WHY NOT REGISTER ONLINE? (generate an invoice and/or pay by credit card, cheque or EFT)
www.ourcommunity.com.au/swb2013

ATTENDEE 1 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 3 May, 2013

| | | | |
|--|---|--|----------------------|
| Name | <input type="text"/> | | |
| Job / Volunteer Title | <input type="text"/> | | |
| Org | <input type="text"/> | | |
| Address | <input type="text"/> | | PostCode |
| Email | <input type="text"/> | | |
| Phone | <input type="text"/> | Fax | <input type="text"/> |
| Special needs (e.g. wheelchair access, dietary requirements) | <input type="text"/> | | |
| Select two preferred sessions: | <input type="checkbox"/> 1. Get More Volunteers | <input type="checkbox"/> 2. Get More Members | |
| | <input type="checkbox"/> 3. Innovation | <input type="checkbox"/> 4. The Integrity of Sport | |

ATTENDEE 2 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 3 May, 2013

| | | | |
|--|---|--|----------------------|
| Name | <input type="text"/> | | |
| Job / Volunteer Title | <input type="text"/> | | |
| Org | <input type="text"/> | | |
| Address | <input type="text"/> | | PostCode |
| Email | <input type="text"/> | | |
| Phone | <input type="text"/> | Fax | <input type="text"/> |
| Special needs (e.g. wheelchair access, dietary requirements) | <input type="text"/> | | |
| Select two preferred sessions: | <input type="checkbox"/> 1. Get More Volunteers | <input type="checkbox"/> 2. Get More Members | |
| | <input type="checkbox"/> 3. Innovation | <input type="checkbox"/> 4. The Integrity of Sport | |

Past Attendee Feedback

"The best conference in Australia for sports and community..."

"My once a year fix to learn, laugh and be inspired"

"My club is going to be so much better off with all this knowledge"

Conference Alliance Partners:

