

SPORTS WITHOUT BORDERS

Sports Participation Conference & Sports Technology Expo 2014

Friday, 2 May 2014 - Moonee Ponds, Melbourne

THE PLAYERS ARE KIDS
THE COACHES ARE
VOLUNTEERS
UMPIRES ARE HUMAN
WE ARE NOT PLAYING
FOR SHEEP STATIONS

Win or Lose: Is it really how you play the game?

The essential event 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!

Drugs, betting scandals, misbehaving heroes, controversial trade deals – professional sport is often in the news for all the wrong reasons.

Happily, amateur sports usually fare better. At the grassroots, it's all about fun, health and social inclusion. (At least, it should be.) Competition is still important but in the final analysis, it's how you played the game that truly matters.

In Australia, our sports values are intricately entwined with our community values – for Australians to affiliate themselves with a game, a team, a club, they want to be sure that everyone's getting a fair go and enjoying joining in.

This conference will provide the inspiration and the practical support to ensure sports participants, administrators, volunteers and supporters get it right and get everyone involved.

Key takeaways:

- How to foster an ethical framework without compromising a winning spirit
- Meet people who care about what you care about
- Get inspiration for the year ahead
- How to get more people involved in your club
- How to raise money without burning out your members
- How to use technology to recruit and retain players and supporters

Why should I attend?

The 2014 Sports Without Borders Conference brings together the complete picture – sportspeople, club officials, volunteers, policymakers, government funders, government and local government workers, peak bodies, and sports administrators.

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.

BOOK NOW:

www.ourcommunity.com.au/swb2014

 #swb2014



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Keynote Speakers

THE HON DAMIAN DRUM MLC

Damian is the Victorian National Party Upper House member for Northern Victoria Region, and is currently the Coalition's Minister for Sport and Recreation and Minister for Veterans' Affairs. He is well known for his time in football, where he played 65 games for Geelong from 1981 to 1990. He was assistant coach of the Sydney Football Club and was senior coach at the Fremantle Football.

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.

MARIA DIMOPOULOS

Maria is the Managing Director of MyriaD Consultants. She has a legal background, and incorporates her legal knowledge as a human rights and diversity trainer. She has extensive experience in policy formulation for the Government sector, research for social planning and in community education. She has also successfully undertaken sensitive consultations with diverse cultural and religious communities on a range of issues including care for aged, skilled migration and employment, health, domestic violence and the law. In delivering diversity and human rights programs to a wide sector of the community, Maria has contributed to a greater understanding of the cross-cultural implications in decision-making and service provision.

SIMON HOLLINGSWORTH

Simon is the Chief Executive of the Australian Sports Commission. He spent nine years with the Victorian Department of Premier and Cabinet (DPC), most recently as Executive Director of the Policy and Cabinet

Group. Simon represented Australia on numerous occasions in the 400-metre hurdles and 4x400-metre relay. This includes the 1992 and 1996 Olympic Games, the 1990 and 1994 Commonwealth Games and the 1995 World Championships. He has also been the Chairperson of the Athletics Australia Athletes' Commission and written about sport in the media.

KATE GEORGE & ASHLEY FLEMING

Brimbank City Council is the second largest municipality in Melbourne and is located in the western and north western suburbs. It is one of Victoria's most culturally diverse municipalities, having embraced more than 156 nationalities from across the globe and with over 50% of residents speaking a language other than English at home. Brimbank is also highly disadvantaged, being ranked 2nd on the SEIFA Index of Disadvantage for Metro Melbourne and 3rd in Victoria. As a result of these factors many residents face significant barriers to sports participation which has led to the development of In2Sport Brimbank which is providing opportunities for disadvantaged children to join a sports club. Sport and Recreation Development Officer Kate George has been with Council for 4 years, while Sport and Recreation Coordinator Ashley Fleming has over 8 years service at Brimbank. Ashley and Kate have developed many programs to assist culturally diverse and disadvantaged communities become active in sport.

DR PIPPA GRANGE

Pippa is a Doctor of Applied Psychology and Director of Bluestone Edge Pty Ltd, a consultancy business helping sports people and organisations thrive. She provides strategic leadership and governance on culture change projects such as the responsible use of alcohol, illicit drugs, respectful relationships and social inclusion. Pippa was a Vincent Fairfax Fellow graduate (Ethics in Leadership) in 2010 through the St James Ethics Centre and is an international keynote speaker on the culture and ethics of sport. She is the author of a new book 'Ethical Leadership in Sport – what's your ENDgame?', being published in 2014.

The Speakers

PROFESSOR RUSSELL HOYE

Russell is the Director of the Centre for Sport and Social Impact at La Trobe University. His areas of expertise include corporate governance, volunteer management, public policy and the role of social capital in not-for-profit organisations. He has acted as a consultant for the Australian Sports Commission, Sports Knowledge Australia, Netball Australia, and a number of government sporting bodies.

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. 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.

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 Socceros matches. For five years, he co-hosted the popular *Run Home* drive program on Melbourne sports talk station 1116 SEN.

MARK MCALLION

With 18 years of sports administration experience, Mark joined VicSport as CEO in 2009. He has worked with Cricket Victoria, Cricket Australia and Tennis Australia. Most recently Mark was the CEO of Softball Australia. Highlights of Mark's career include the management of Softball Australia's constitutional reform, initiatives to increase cricket participation, the introduction of National Insurance Programs, establishment of Cricket Victoria's Game Development Department and creation of the Victorian Cricket Pathway.

CON PAGONIS

Con co-ordinates multicultural policy development for the Municipal Association of Victoria. He supports cultural diversity planning at local councils through projects, training and other professional development opportunities, and represents local government on cultural diversity issues with federal and state governments and the community sector. He has also worked with the Australian Government on migrant and refugee settlement and policy development.

RITA PANAHİ

Rita 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*.

SENATOR NOVA PERIS OAM

Nova is an Australian Senator for the Northern Territory and was Australia's first Indigenous Olympic Gold medallist after winning Gold with the Hockeyroos at the 1996 Olympic Games in Atlanta. After the 1996 Olympics, she switched to athletics, winning gold at the 1998 Commonwealth Games in both the 200m sprint and as part of the 4x100m relay team. She went on to represent Australia as part of the 2000 Olympic Games athletics team. Nova was named Young Australian of the Year in 1997 and in 2013 was the first Indigenous woman to become a member of the Federal Parliament of Australia.

ANGELA PIPPOS

Angela is a journalist, television/radio presenter, author, MC and public speaker. She began her career with ABC Television in Adelaide, and was then lured across to ABC television news in Melbourne, even though the sports reporting position didn't fit in with her plans of becoming a political journalist. She presented the sports segment at the 7pm News desk on weekends and then on weeknights alongside Ian Henderson. Angela is the author of *The Goddess Advantage – One Year in the Life of a Football Worshipper*.

Sports Without Borders Conference Program 2014

The Program – Friday May 2, 2014

8.00-9.30 **Registration Opens** (tea, coffee & water available)

Morning Facilitator: PAUL KENNEDY, ABC News Breakfast

9.30-10.00 **INTRODUCTION**
JAMES DEMETRIOU, Executive Chair, Sports Without Borders

**INTRO &
WELCOME**

ACKNOWLEDGEMENT OF COUNTRY
RON MURRAY, Didgeridoo soloist, cultural educator & storyteller

WELCOME

THE HON DAMIAN DRUM MLC, Victorian Minister for Sports & Recreation

SIMON HOLLINGSWORTH, Chief Executive, Australian Sports Commission

Hear about our aims and aspirations for this conference, participate in the Acknowledgement of Country and hear what the Federal and Victorian Governments have on its sports agenda.

10.00-11.00 **A TEAM OF LEADERS: Ethics is the key**

**KEYNOTE
SPEAKER**

DR PIPPA GRANGE, Director, Bluestone Edge Pty Ltd

Everyone can be a sports leader, whatever their role. Everyone should be. If you're involved in a sports club in any capacity, you can't shed your responsibility to see that everybody does the right thing. The standard you walk past is the standard you accept.

11.00-12.00 **THE GREAT DEBATE:**

**THE
GREAT
DEBATE**

"People who don't care about winning don't really care about sport."

AFFIRMATIVE: **RITA PANAH, media commentator and SEN host**
ADAM DALE, Former Australian test cricketer

NEGATIVE: **PROFESSOR RUSSELL HOYE, Director, Centre for Sport and Social Impact, La Trobe University**

ANGELA PIPPOS, Journalist, television/radio presenter and author

Adjudicator: **FRANCIS LEACH, Host, ABC Grandstand Breakfast**

"It's not whether you win or lose that counts, it's how you played the game" – that's the mantra, but does it really bear any resemblance to the truth? Our debaters tell it like it really is.

The Great Debate is sponsored by La Trobe University

12.00-12.45 **Lunch and Sports Technology Expo**

Sports Technology Expo in main room – explore and discover how to innovate

Lunch is supported by the Australian Sports Technologies Network (ASTN)

Sports Without Borders Conference Program 2014

The Program – Friday May 2, 2014

12.45-1.45

ENGAGING COMMUNITIES: Stronger, faster, healthier

KEYNOTE
SPEAKER

SENATOR NOVA PERIS OAM, Australian Senator for the Northern Territory and Olympic gold medallist

Sports too often involve a million people who need exercise sitting down to watch a handful of people who don't. If we want a healthy nation, we have to turn that story on its head. It's a win-win if we get it right – people get healthier, society gets stronger, and local clubs prosper. In this keynote presentation, Olympic gold medallist and Australian Senator Nova Peris will draw on her extensive community experience working to address Indigenous disadvantage to outline how local sports clubs can increase their membership and help people get healthier.

1.45-2.45

GET THE KNOWLEDGE: BEST PRACTICE WORKSHOPS: (attend your 1st session)

ATTEND
FIRST
SESSION

1. Why innovation is important to participation and enjoyment and how this can assist clubs and communities

CRAIG HILL, Executive Director, Australian Sports Technologies Network

ANDREW WALTON, Director, Sales & Marketing, Interact Sport

ALEX MEDNIS, Director, Think Relativity

Facilitated by **RUSSELL MORRIS**, Director, Australian Sports Technology Ventures

2. Getting more money (without bugging your members)

PATRICK MORIARTY, Executive Director, Institute of Community Directors Australia

3. The Panel: The role for governments & VicSport in increasing sports activity in clubs

The panel is supported by VicSport

MARK MCALLION, CEO, VicSport

KATE GEORGE and **ASHLEY FLEMING**, Brimbank City Council

MARIA DIMOPOULOS, Managing Director, Myriad Consultants

Facilitated by **CON PAGONIS**, Multicultural Policy Adviser, Municipal Association of Victoria

2.45– 3.15

Afternoon Tea & Networking

3.15-4.15

GET THE KNOWLEDGE: BEST AND NEXT PRACTICE WORKSHOPS: (attend your 2nd session)

ATTEND
SECOND
SESSION

1. Why innovation is important to participation and enjoyment and how this can assist clubs and communities

2. Getting more money (without bugging your members)

3. The Panel: The role for governments & VicSport in increasing sports activity in clubs

4.15

CLOSE

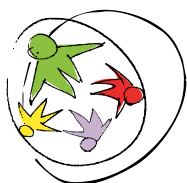
About Us



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 new and emerging communities to overcome the barriers of participating in community 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:

1. Providing direct grants for new and emerging communities to participate in sport
2. Raising awareness of the challenges faced by new and emerging communities and the benefits of sport and other recreational activities in promoting social inclusion
3. Hosting an annual community sports conference to influence public policy and unite sportspeople, club officials, volunteers, policymakers, government funders, government and local government workers, peak bodies, and sports administrators
4. Consulting with community and sport organisations to enhance opportunities and inform best practices
5. Facilitating sport programs to encourage pathways in to community sport clubs.



Our Community is Australia's Centre for Excellence for the nation's 600,000 not-for-profits and schools, providing advice, tools, resources and training.

A multi-award-winning social enterprise, Our Community's offerings include:

1. **OurCommunity.com.au:** Training, tools and resources with Australia's most useful website for not-for-profit organisations - accelerating the impact of Australia's 600,000 charities, community groups and schools.
2. **Institute of Community Directors Australia:** Accredited training, short courses, educational tools and peer support for members of Australian not-for-profit boards, committees and councils, and the staff who support them.
3. **GiveNow.com.au:** Australia's leading giving hub, providing commission-free online donations for not-for-profits and giving education for businesses, families and individuals - helping people give more, give smarter, give better, GiveNow!
4. **Australian Institute for Corporate Responsibility:** Information and tools to help create stronger, more authentic linkages between businesses and their communities.
5. **Australian Institute of Grants Management:** Best practice education, support, training and services for government, philanthropic and corporate grantmakers, including Australia's most-used online grants management solution, SmartyGrants

Conference Info

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

Date: Friday 2 May 2014

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 Members Gate 1

TRAIN: Catch a 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 Public Transport Victoria for info on timetables, ticket prices and maps www.ptv.vic.gov.au.
Phone 1800 800 007.

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

2014 Sports Without Borders Conference

WHY NOT REGISTER ONLINE? www.ourcommunity.com.au/swb2014

(Register online to generate an invoice and/or pay by credit card, cheque or EFT)

ATTENDEE 1 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 2 May, 2014

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. Why innovation is important to participation	<input type="checkbox"/> 2. Get More Members	
	<input type="checkbox"/> 3. The Panel: The role for governments and VicSport in increasing sports activity...		

ATTENDEE 2 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 2 May, 2014

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. Why innovation is important to participation	<input type="checkbox"/> 2. Get More Members	
	<input type="checkbox"/> 3. The Panel: The role for governments and VicSport in increasing sports activity...		

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:

