Communities in Control
CONFEREN CE 2014

THE LUCKY COUNTRY CONFERENCE

“Australia is a lucky country run mainly by second-rate people ...”
Reflecting on 50 years since Donald Horne’s seminal book

Melbourne, Australia
Monday & Tuesday, May 26 and 27

PLUS:
Skills Day
Sunday, May 25
Show Me the Money:
Income generating strategies for enterprising not-for-profits
"Australia is a lucky country run mainly by second-rate people who share its luck. It lives on other people's ideas, and, although its ordinary people are adaptable, most of its leaders (in all fields) so lack curiosity about the events that surround them that they are often taken by surprise. A nation more concerned with styles of life than with achievement has managed to achieve what may be the most evenly prosperous society in the world. It has done this in a social climate largely inimical to originality and the desire for excellence (except in sport) and in which there is less and less acclamation of hard work. According to the rules Australia has not deserved its good fortune."

Donald Horne, The Lucky Country, 1964
THE LUCKY COUNTRY

In 1964, 50 years ago, Donald Horne wrote “Australia is a lucky country, run by second-rate people who share its luck.” It was a searing criticism that has now been adopted as a nationalistic boast.

It’s not that Australia isn’t lucky. We haven’t been invaded for 226 years. We’ve never had a revolution, or a civil war. We haven’t even had a recession for 22 years. While there are persistent pockets of misery, the average Australian is the wealthiest person in the world, and amongst the most long-lived.

Luck: it’s a millstone round our neck.

We take it for granted, and we don’t ask why. We don’t say we work harder than other countries, or that we’re stronger or smarter or more creative, or even that we’ve been blessed by destiny. We’re just luckier. And that leads nowhere.

If you thought Australia was successful because it was smart, you’d want it to be smarter, and put more money into education. If you thought we’d been successful because we were tolerant and inclusive, or flexible and creative, or entrepreneurial and innovative, or because we were committed to a fair go, that would point the way forward. If it’s just luck, all you can do is roll the dice again.

If the world is ruled by luck then we start over every morning. There’s no need to think about our history, or our advantages, or our faults; they’re not relevant. There’s no reason to think we have any responsibility to anyone. Let them win their own lottery. There’s no reason to be concerned about the future: we’ve always been lucky before. We don’t have to feel guilty, or grateful, or responsible.

A memorable phrase from a great Australian thinker has had the effect of undermining thought and devaluing analysis. We have to fight our way back to social agency, to a world of cause and effect, a world where our actions have consequences.

We have to think that thinking is important. That values are important. If we believe the big issues are out of our hands then all that’s left is an obsession with trivia and a flight into inanity.

At Communities in Control Conference 2014 we want to bring the spotlight back on what we’ve gained and lost as a society, and how we can organise ourselves to get from where we are to where we need to be.
GLENN SKUTHORPE
Singer/songwriter

Performing ‘No More Whispering’, title track of John Pilger’s new film Utopia

Find the crossroads of blues, roots, country and folk and you will discover Glenn Skuthorpe lounging in a chair with his guitar, mandolin, uke, banjo and harmonicas.

The multi-talented singer/songwriter has carved an enviable reputation as an exemplary lyricist and composer, travelling the world and sharing through music.

Through his career, Glenn has performed with the likes Steve Earle, Jackson Brown, Renee Geyer and Rory McLeod in formal and informal settings around the globe. His music has been described as a unique sound reminiscent of Springsteen and Steve Earle and his playing style is seductive and enveloping, engaging audiences in the compelling stories behind his songs.

“No more whispering in our minds; no more whispering in our hearts. Let’s rise up to break these chains and stop these killing games.”

The Hon Tony Abbott MP
Prime Minister of Australia
Televised Welcome

Denis Moriarty
Group Managing Director, Our Community

Fr Joe Caddy
CEO, Catholic Care
Introduction from the co-convenors
WHOSE LUCKY COUNTRY?

The Indigenous land titling ‘revolution’ and community-based development

Professor Jon Altman

Centre for Aboriginal Economic Policy Research, Australian National University

In The Lucky Country Donald Horne made just one specific reference to Aboriginal people in relation to racism. The book’s reluctant prognosis was that Aboriginal people would be assimilated as citizens, absorbed and disappear.

Yet today the Indigenous population continues to grow and new progressive laws have seen significant land restitutions mostly in remote Australia.

There are spaces opening up for distinct forms of development unimagined 50 years ago.

Jon Altman is a research professor in economics/anthropology at the Centre for Aboriginal Economic Policy Research at the Australian National University, where he was foundation director 1990–2010.
THE GREAT DEBATE
Bambi vs Godzilla

Should community groups, charities and local government authorities be small, nimble, and responsive, or big, cost-effective, and secure?

Who gains? Who loses?

Our just-right-size panel tackles the big question facing so many not-for-profits and councils – should we merge?

THE CASE FOR:
Cr Stephen Mayne,
City of Melbourne Councillor, Crikey founder, shareholder activist, transparency crusader

Rowena Doo
Executive Officer - Administration, Victorian AIDS Council

THE CASE AGAINST:
Maggie Maguire
Chief Executive, The Abbotsford Convent

Peter Kenyon
Social capitalist, community enthusiast, Founder and CEO, Bank of I.D.E.A.S.

CANNY JESTER AND ADJUDICATOR:
Brett de Hoedt
Mayor, Hootville Communications
The Hon Julia Gillard
Former Prime Minister of Australia; Chair, Global Partnership for Education

Everybody is entitled to equal respect. Everybody should get a fair go. In this world, though, there’s often a gap between people’s rights and entitlements and the reality of people’s lives.

Social justice is about closing that gap in ways that are inclusive, empowering and collaborative.

Such work is relentless; it’s sometimes slow to bear fruit. But when it works, and it often does, it’s life-changing to all those involved.

RESPONSE AND VOTE OF THANKS:
The Hon Joan Kirner AC
Former Premier of Victoria, Our Community Ambassador

Courageous, ceaseless, clever, compassionate – over many years, and in many theatres, The Hon. Joan Kirner AM has fought for community, equality and social justice.

Joan is perhaps best known for her work as the front-woman for the grassroots campaign for educational reform in Victoria in the 1970s, and later as Victoria’s first female Premier.

She has also been prominent in the nation-changing struggles for social inclusion, women’s equality, environmental protection, and community-driven community development.

Having played an integral role in the development of the social fabric of Australia, Joan remains an enduring community activist and champion for the forgotten.
THE LUCK OF FOOLS

Dr Simon Longstaff AO
Ethicist, Philosopher, Executive Director, St James Ethics Centre

To be born in Australia is to be born lucky. Without having performed a single meritorious act, Australians are born into a remarkably peaceful democracy that affords abundant opportunity.

Or so the story goes – a story based on a half truth.

For while it is true that one is lucky if born in Australia – it is not true that this fortunate position is itself merely a product of luck.

Rather, modern Australia has been at its best when shaped by Fools – those courageous, subtle souls who speak truth to power.

Simon is Executive Director of St James Ethics Centre, being selected as the inaugural leader of the centre in 1991. With a PhD in Philosophy from Cambridge, Simon has been named one of AFR Boss Magazine's 'True Leaders for the 21st Century'. His book, 'Hard Cases, Tough Choices', was published in 1997.
BURGER OFF
We decide who comes into our community, and the circumstances in which they come

Garry Muratore
Spokesperson, NMITDR
(No McDonald’s in the Dandenong Ranges)

In 2011, global hamburger giant McDonald’s lodged a planning application for a 24-hour outlet with drive-through in Tecoma, a bushwalking and cycling paradise in the Dandenong Ranges, 40 km east of Melbourne.

A total of 1170 people wrote to the council to object – more than half Tecoma’s total population. The council unanimously rejected the proposal.

But that didn’t stop Maccas. They took the issue to the Victorian Civil and Administrative Tribunal, which overruled the council, and the community. What followed was a month-long 24-hour vigil, a police eviction, an 80,000-name petition, a door-knock survey, a rally, a CD, a site occupation, and a “Gnomeaggedon” protest on the steps of McDonald’s Melbourne headquarters.

In return, McDonalds have issued writs against eight protesters (“The Tecoma Eight”), claiming damages and legal costs totalling thousands of dollars, obtained an injunction excluding protesters from the site, and demolished the buildings on the site.

This remarkable ‘David and Goliath’ community campaign continues.

250 billion burgers served across the world – not one in Tecoma
WHAT MAKES A LIFE WORTH LIVING?

To be born in Australia is to be born lucky

Hugh Mackay
Psychologist, social researcher extraordinaire, multi-award winning author

Seduced by the merchants of happiness on the one hand and the blandishments of materialism on the other, it’s easy to lose sight of what makes a life worth living.

But a moment’s reflection on the idea of ‘goodness’ will remind us that the good life is a life lived for others; a life in which we focus more on Who are we? than Who am I?
Peter Hartcher
Award-winning journalist; political & international editor, The Sydney Morning Herald

This presentation will change the way you think about your country. Australians now officially have the best living conditions in the world.

Our country is both fair and free – and the only developed nation to have avoided a recession in the past 20 years.

So how did it happen and why don’t we care?

Peter Hartcher argues that Australia’s prosperity wasn’t built on dumb luck.

In a time when the authoritarian success story of China is strong, Australia offers a better model: a democratic success story.

Is it perfect? Of course not.

But on some of the most important and apparently intractable problems of the modern world, Australia, believe it or not, is as good as it gets.

(And the beaches aren’t bad either.)
LIGHT BULB MOMENTS
Getting young people involved in community

Linh Do
Co-Founder, OurSay.org; founder, Change a Million Light Bulbs

Unless we act now, there’s a reasonable chance that the world will be at least 4 degrees warmer by 2100.

One person who’s been slowing down our rush to the precipice is Linh Do, who set up Change a Million Light Bulbs (aimed at changing regular incandescent light bulbs to fluorescent light bulbs on a grassroots level across the world) at the age of 16.

Now she’s experimenting with online new politics site OurSay (www.oursay.org) and trying to change the way we analyse the important issues that are overlooked, misunderstood, or simplified by traditional media through The Verb (www.theverb.org).

It’s a bit of online community organising, it’s a bit of disrupting the media cycle.

Linh is part of a new breed of social change advocates, digital natives who are harnessing the power of the internet to build a better world.
FROM BUSH TELEGRAPH TO TWITTER
How communications changed Australia, and how communities can lead the next phase

Jane Caro

Author, lecturer, social commentator, columnist, broadcaster

Jane Caro knows communications inside and out.
As an author, novelist, lecturer, social commentator, columnist, speaker, broadcaster, and advertising writer, she knows where communications are at, where they’re going, and how we can go with them.

From the penny post to fibre-to-the-home, every successive mode of information transfer has empowered some groups and put the means of oppression into the hands of different interests.

Between government surveillance, Facebook bullying, shockjock rabblerousing, and Twitter-based flashmobs it’s hard to find a niche in the public consciousness for community messages and the public interest.

Jane Caro can show you a path through the electronic minefield to meet the needs the public doesn’t yet know it has.
LEADERS WALKING EIGHT ABREAST

How to distribute leadership to the grass roots

The Hon Michael Kirby AC, CMG
Former High Court Justice; human rights activist; leader

Michael Kirby made an indelible mark on the High Court bench during his 13-year service from 1996 to 2009. He was often at odds with his colleagues, sometimes the sole dissenter.

Outside the courtroom, in so many theatres of Australian life, he has not been frightened to stand up. His words and deeds have surprised and moved us.

Australia has so many blessings that it should produce countless leaders, he tells us. But there are barriers – xenophobia, racism, discrimination, inequality of opportunity. Tolerance is not enough. We must embrace diversity.

“I am the result of a loving upbringing in a peaceful country, with wonderful parents and siblings, a very long-term relationship, stability, support – but a feeling that life isn’t always just and that there is injustice for people and we should do something about it.”
MONDAY, MAY 26 2014

THE PROGRAM

DAY ONE

8.30 – 9.15 Registration Opens (tea, coffee & water available)

9.15 – 9.30 Welcome and Opening
Denis Moriarty, Group Managing Director, Our Community
Fr Joe Caddy, CEO, Catholic Care

Televisioned Welcome
The Hon Tony Abbott MP, Prime Minister of Australia

9.30 – 9.40 A musical performance
Including 'No More Whispering', title track of John Pilger's new film Utopia
Glenn Skuthorpe, Singer/songwriter

9.40 – 10.45 Whose Lucky Country?
The Indigenous land titling 'revolution' and community-based development
Prof Jon Altman, Centre for Aboriginal Economic Policy Research, Australian National University

10.45 – 11.15 Morning Tea

11.15 – 12.15 The Great Debate: Bambi v Godzilla - Not-for-profit, charity and council mergers
The case for:
Cr Stephen Mayne, City of Melbourne Councillor, Crikey founder, Shareholder activist, transparency crusader
Rowena Doo, Executive Officer - Administration, Victorian AIDS Council

The case against:
Maggie Maguire, Chief Executive, The Abbotsford Convent
Peter Kenyon, Social capitalist, community enthusiast, Founder and CEO, Bank of I.D.E.A.S.

Canny jester and adjudicator:
Brett De Hoedt, Mayor, Hootville Communications

12.15 – 1.15 Lunch, Networking and Sideshows

1.15 – 2.00 The Joan Kirner Social Justice Oration 2014
The Hon Julia Gillard, Former Prime Minister of Australia; Chair, Global Partnership for Education
Response and vote of thanks
The Hon Joan Kirner AC, Former Premier of Victoria; Our Community Ambassador

2.00 – 3.00 The Luck of Fools
Dr Simon Longstaff AO, Ethicist, Philosopher, Executive Director, St James Ethics Centre

3.00 – 3.30 Afternoon Tea

3.30 – 4.30 Burger Off:
We decide who comes into our community, and the circumstances in which they come.
Garry Muratore, Spokesperson, NMITDR (No McDonalds in the Dandenong Ranges)

4.30-5.30 Drinks and Networking (Drinks supplied as part of the conference fee)
THE PROGRAM
DAY TWO

9.30 – 10.30  What makes a life worth living?
Hugh Mackay
Psychologist, social researcher extraordinaire, multi-award winning author

10.30 – 11.00  Morning Tea

11.00 – 12.00  The Sweet Spot: How Australia Made Its Own Luck - And Could Now Throw It All Away
Peter Hartcher
Award-winning journalist; political & international editor, The Sydney Morning Herald

12.00 – 1.00  Lunch

1.00 – 2.00  Light Bulb Moments: Getting young people involved in community
Linh Do
Co-Founder, OurSay.org; founder, Change a Million Light Bulbs

2.00 – 2.30  Afternoon Tea

2.30 – 3.30  From Bush Telegraph to Twitter: How communications changed Australia, and how communities can lead the next phase
Jane Caro
Author, lecturer, social commentator, columnist, broadcaster

3.30 – 4.30  Leaders Walking Eight Abreast: How to distribute leadership to the grass roots
The Hon Michael Kirby AC, CMG
Former High Court Justice; human rights activist; leader

4.30  Close

“Very inspirational. Very aspirational. You have stretched my thinking like nothing before.”
Past conference attendee
# NOT-FOR-PROFIT SKILLS DAY

**Show Me the Money: Income generating strategies for enterprising not-for-profits**

**In partnership with:**

![Social Traders Logo](image1.png)  
![Pozible Logo](image2.png)  
![Our Community Logo](image3.png)

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**SUNDAY, MAY 25: 9.30AM-3.45PM**

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<tr>
<th>Time</th>
<th>Event</th>
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<td>9.30 – 10.00</td>
<td>Registration Opens (tea, coffee &amp; water available)</td>
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<td>10.00 – 10.05</td>
<td>Patrick Moriarty</td>
<td>Executive Director, Institute of Community Directors Australia</td>
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| 10.05 – 10.45 | Get in the Driver’s Seat                                            | Delivering sustainable social outcomes through social enterprise. The ‘What’ and ‘Why’ of social enterprise  
                                      | **Presented by Social Traders**                                              |
| 10.45 – 12.00 | Profit for Purpose: Social enterprise in profile                    | Hear from three community organisations that have successfully started social enterprises to generate trading revenue to support their social mission and build long-term organisational sustainability. Includes Q&A.  
                                      | **Panel facilitated by Social Traders**                                    |
| 12.00 – 12.45 | Lunch                                                                |                                                                                |
| 12.45 – 2.30  | Concurrent Sessions - Facilitated by Social Traders                  | **SESSION ONE: Generating ideas – for those looking for a social enterprise idea**  
                                      | • Having clarity about your social purpose                                  |
|               |                                                                    | • Where do ideas come from?                                                  |
|               | **SESSION TWO: Starting a social enterprise – for those with a social enterprise idea**  
                                      | • Testing and evaluating your social enterprise idea                        |
|               |                                                                    | • Understanding the business planning process                               |
|               | **SESSION THREE: Supporting social enterprise in your community – for local governments and philanthropic organisations**  
                                      | • Attracting social enterprise to your region                                |
|               |                                                                    | • Social procurement                                                        |
|               |                                                                    | • Investing in social enterprise                                             |
| 2.30 – 3.00   | Financing and Legal Structures: What and when is appropriate        | Find out what are the financing options available to social enterprise, and when is the right time to determine your legal structure  
                                      | **Facilitated by Social Traders**                                           |
| 3.00 – 4.00   | Anything is Pozible! Crowd-sourcing funds for your not-for-profit venture | **Facilitated by Pozible**                                                   |
CONFERENCE DETAILS

DATE & TIME:
Communities in Control 2014: Monday and Tuesday, May 26 & 27, 2014

VENUE:
Moonee Valley Racing Club, McPherson St, Moonee Ponds, VIC; Melway Ref 29A7

PARKING:
Free all-day parking is available at the venue

PUBLIC TRANSPORT:
Taxi: Ask to be dropped at Members Gate 1, Moonee Valley Racing Club, McPherson St, Moonee Ponds
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 Craigieburn line train from the city & get off at Moonee Ponds Station. Walk down Puckle St (becomes Dean St) through the shopping strip and turn left at McPherson St; enter at Members Gate 1.
Contact Public Transport Victoria for info on timetables, ticket prices and maps | ptv.vic.gov.au | Ph: 1800 800 007

PRICE:
Communities in Control: $350pp (see registration form for group booking discounts)
Skills Day (Income Generating Strategies for Enterprising Not-for-profits): $260pp
Strictly no split tickets permitted.
For pricing queries contact Alan Matic on 9320 6805 or email alann@ourcommunity.com.au

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

TAKEAWAY REFERENCE MATERIAL:
In line with our sustainability objectives, any materials made available for distribution will be available via the Our Community website – a direct weblink will be advised via email following the conference.

BOOKINGS, CANCELLATION & REFUND POLICY:
Registrations must be paid no later than 10 working days prior to the event. 50% of the registration fee is refundable if notice of cancellation is received more than 10 working days prior to the event; NO REFUND is available where notice of cancellation is received less than 10 working days prior to the event. Substitution of attendees is allowed, provided written notice is provided. It is not possible to transfer registration between events.

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 alann@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.

ABOUT THE CONFERENCE ORGANISERS:
This conference is an initiative of Our Community, Australia’s leading community sector support organisation, and CatholicCare, which works towards a vision of “life to the full” for families, individuals and communities in all their diversity. Visit www.ourcommunity.com.au or www.ccam.org.au.

CHANGES TO THE PROGRAM:
While every attempt will be made to deliver this conference as advertised, please be aware that sometimes events beyond our control may lead to unavoidable changes to the program or schedule.
REGISTRATION
Communities in Control 2014

Conference Prices (Mon & Tues, May 26 & 27): Please tick the price that applies to you

- **FLYING SOLO**
  - Full Price
  - Single Ticket
  - Price Per Person: $350

- **DYNAMIC DUO**
  - Save $20 per person
  - 2-4 People
  - Price Per Person: $330

- **GANG OF FIVE**
  - Save $50 per person
  - 5 or more
  - Price Per Person: $300

**STRICTLY NO SPLIT TICKETS PERMITTED**

REGISTRATION: ATTENDEE ONE

Name
Job Title
Organisation
Address
Post Code
Email
Phone
Fax
Special needs (wheelchair access, dietary needs etc)

ATTENDING: (please tick)
- **Communities in Control Conference** (Mon & Tues, May 26 & 27)
- **Skills Day** (Sun, May 25)
  - Enter $260 if attending Skills Day

Select preferred Skills Day session (see p17):
- SESSION 1: Generating ideas
- SESSION 2: Starting a social enterprise
- SESSION 3: Supporting social enterprise

**TOTAL:**

Transfer TOTAL to Payment Page (p22)

Rather register online?
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**ATTENDING:** *(please tick)*

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**TOTAL:** $ 

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- SESSION 3: Supporting social enterprise

**TOTAL:** $ 

Transfer TOTALS to Payment Page *(p22)*
### REGISTRATION: ATTENDEE FOUR

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- SESSION 3: Supporting social enterprise

**Enter $260 if attending Skills Day** →

| Total: | $ | |

### REGISTRATION: ATTENDEE FIVE

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- SESSION 3: Supporting social enterprise

**Enter $260 if attending Skills Day** →

| Total: | $ | |

Over 5 attendees? Photocopy this form OR register online.

Transfer TOTALS to Payment Page (p22)
### PAYMENT/TAX INVOICE

*Communities in Control 2014*

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### COST

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### PAYMENT METHOD

- [ ] Cheque Enclosed
- [ ] Please send me an invoice
- [ ] I would like to pay by credit card – details below
- [ ] Payment made by EFT to Our Community
  - (CommBank BSB 063 020 Account No. 10473753)

### CREDIT CARD DETAILS

- Visa
- Mastercard
- AMEX

Card Number: ________________  
Expiry: ________________  
Name on card: ________________  
Signature: ________________  
Total Amount: ________________  
Date: ________________

### FIVE EASY WAYS TO REGISTER

  - (payment can be made by credit card, cheque or EFT)
- **Phone:** (03) 9320 6800
- **Fax forms:** (03) 9320 6859
- **Mail forms:** Our Community  
  PO Box 354  
  North Melbourne VIC 3051
- **Email forms:** service@ourcommunity.com.au

### NOTE - TAX INVOICE:

Where a registration is less than $1000 (inc GST) this document becomes a tax invoice for GST purposes upon completion of payment. Prices inclusive of GST. Our Community ABN is 24 094 608 705.

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If you have over 5 attendees - don't forget to attach their details (just photocopy a registration page to fill in)
Our Community

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.

CatholicCare

CatholicCare works on behalf of the Archdiocese in Melbourne to fulfil the Church’s mission of service to the community. We provide programs and services that help families and individuals in the development of strong and healthy relationships, and encourage connectedness within their communities. Inspired by our vision of ‘life to the full’ for families and individuals in all their diversity, we are especially concerned with offering services that ensure improved opportunities for those experiencing disadvantage and hardship in order for them to achieve enhanced living conditions, and a better future for their children.

CatholicCare has partnered with Our Community to stage the Communities in Control Conference every year since its inception in 2003.
Our Alliance Partners: