

COMMUNITIES IN CONTROL

CONFERENCE 2013

**I'm alright Jack:
Reclaiming community in a selfish world**

MELBOURNE, Australia:

Monday & Tuesday, May 27 and 28

PLUS Marketing & Social Media Bootcamp: Sunday, May 26

EXAMINE
OUR
FOURS
OURS

The biggest,
& best priced
community
conference in
the world is
back!



Communities in Control
One of the 16 Knowledge Centres
of Our Community.



ourcommunity.com.au

FEEDBACK

HOW WAS COMMUNITIES IN CONTROL 2012?

"This conference has been so important to me and other members of my organisation. It gives me renewal, inspiration, hope and a wonderful opportunity to hear speakers I would not have normally access to."

"An amazing opportunity & privilege."

"Once again an excellent conference that refreshes and reinvigorates. Got some great ideas to apply back at work."

"Very inspirational. Very aspirational. You have stretched my thinking like nothing before."

"Thank you for yet another powerful conference filled with information and provoking presentations. More please."

"Lots of new ideas and issues for us to think about. It was good to look up from the day-to-day page to engage instead in the bigger picture, the challenges of community."

"The content is outstanding. Great range of issues"

"Fantastic two days - I feel completely regenerated and excited about change. Thanks for organising it and for making it so affordable."

COMMUNITIES IN CONTROL 2013

I'm alright, Jack: Reclaiming Community in a Selfish World

We're living in a world of selfies, smartphones, flat-screen do-anything TVs, and obsession over interest rates and electricity bills.

Australians are nervous, suspicious, distrustful of change, and afraid of strangers trying to steal their Precious.

We have no confidence that our political institutions can cope, or that our social elites will care.

The not-for-profit sector is dancing blindfold on eggshells. **But dance it does!** The sector remains strong and proud, despite being under pressure from axe-wielding politicians and bureaucrats, and public complacency.

If the voice of the not-for-profit sector is to be heard amongst the cacophony of individual fears and complaints we must know our common mission and understand our common interests.

Communities in Control brings us all together to rededicate our efforts to the cause we share – the belief that Australians have the capacity to overcome a tendency to meanness and work together to shape our world for the better.

Why you should attend:

1. Hear from and interact with Australia's **best thinkers and leaders**
2. Learn **what's next** – make sure your community group is prepared for what's around the corner
3. **Get refreshed** – participants rate this the best opportunity they get all year to recharge their batteries
4. Get inspired – **meet people** who believe in the power of community, swap war stories, share solutions
5. Yes, **you can afford it!** This is the least expensive conference of its type around. No other conference offers you access to this calibre of speakers at such a low cost.
6. Make a difference – this is **your chance** to influence the debate, to be **part of the change.**

INCREDIBLE SPEAKERS; UNFORGETTABLE CONVERSATIONS



PROF KERRY ARABENA

Kerry is the Chair of Indigenous Health at the Centre for Health and Society, University of Melbourne and a State Finalist for Australian of the Year in 2011. A descendant of the Meriam people of the Torres Strait, Kerry is known for her leadership in promoting the health and wellbeing of Aboriginal and Torres Strait Islander people. Before gaining the Melbourne University Chair she was Chief Executive of the Lowitja Institute for Aboriginal and Torres Strait Islander Health Research.



ITA BUTTROSE AO OBE

Ita has edited *Cleo* and the *Womens' Weekly* and the *Daily Telegraph*. She's served on the Board of News Limited, been chair of the National Advisory Committee on AIDS and president of Alzheimers Australia. She's the patron of Women of Vision, World Vision Australia, The University of Third Age, the Juvenile Diabetes Foundation of Australia, Amarant, the National Menopause Foundation, and more. She's an Australian legend, being the subject both of a song by Cold Chisel and an ABC telemovie. Ita is the 2013 Australian of the Year.



DR JOHN FALZON

John is the Chief Executive of St Vincent de Paul Society's National Council of Australia. He's written and spoken widely on the structural causes of marginalisation and inequality in Australia and has been involved in advocacy campaigns for a fairer and more equitable society. He has worked in academia, in research and advocacy with NGOs, and in community development in large public housing estates. His 2012 book, *The Language of the Unheard*, encapsulates the very core of the Communities in Control ethos.



PARIS ARISTOTLE AM

Paris Aristotle is the Director of the Victorian Foundation for Survivors of Torture, a position he has held since he helped found the organisation in 1987. Paris has extensive experience in the area of refugee resettlement and the provision of services to survivors of torture and trauma. He has held many senior positions on government advisory bodies (too many to list) and is currently Chair of the high-profile Minister for Immigration and Citizenship's Council on Asylum Seekers and Detention (MCASD).



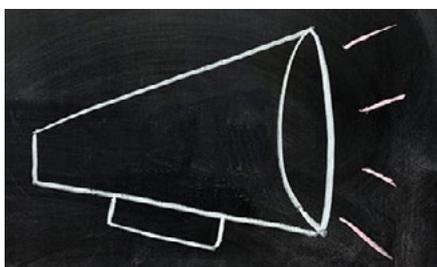
AUDETTE EXEL

Audette Exel is a founder of the ISIS Group and Chief Executive Officer of its Australian company, ISIS (Asia Pacific). She is also the Co-Founder and Chair of The ISIS Foundation, which funds and manages projects for women and children in remote areas of Nepal and Uganda in partnership with local community groups. Audette won the 2012 NSW Telstra Business Woman of the Year Award and is one of the *Australian Financial Review's* 100 Women of Influence in Australia in 2012.



JANE FARAGO

Jane Farago is the General Manager of the Net Balance Foundation at Net Balance, a parallel not-for-profit organisation that utilises the capabilities of the Net Balance corporation for common good research, reduced rate consulting services, training, and events. Jane has previously been involved in work preparing for the National Disability Insurance Scheme, has worked with a number of Environment non-government-organisations, and has a Masters in Philosophy from Cambridge.



**COMMUNITIES IN CONTROL IS
AUSTRALIA'S BIGGEST & BEST
COMMUNITY CONFERENCE!**

INCREDIBLE SPEAKERS; UNFORGETTABLE CONVERSATIONS



VIRGINIA TRIOLI

Two-time Walkley Award winner Virginia Trioli is one of Australia's best-known journalists, with a formidable reputation as a television anchor, radio presenter, writer and commentator. She is much sought-after as a speaker and MC and combines a rigorous interviewing style with an often wicked sense of humour. Virginia has held senior positions at *The Age* and the *Bulletin*, and has fronted many of ABC Radio and TV's premiere news and current affairs programs. She currently anchors *ABC News Breakfast*.



HUGH DE KRETSER

Hugh is the Executive Director of Victoria's Human Rights Law Centre, an organisation dedicated to promoting and protecting human rights in Australia and beyond through advocacy, research, litigation and education. Hugh has previously presided over a network of not-for-profit legal centres, worked as a corporate lawyer, and sat on legal boards, and has recently led a campaign on behalf of Community Law Australia aimed at encouraging the federal government to improve its financial support for the nation's community legal centres.



THE HON. JOAN KIRNER AC

Joan entered politics after a high-profile and highly effective community campaign to push for education reforms, a role that formed the backbone of much of her political career and community esteem. The first female premier of Victoria, Joan is widely respected for ushering in a more consultative style of political leadership. Since leaving Parliament in 1994, she has continued to work diligently as a community activist, particularly in the areas of gender equality, social justice, the environment and educational reform.



PROF ANDREW MARKUS

Andrew holds the Pratt Foundation Research Chair of Jewish Civilisation in the School of Philosophical, Historical and International Studies at Monash University. He's a Fellow of the Academy of the Social Sciences in Australia and a past Head of Monash University's School of Historical Studies, and has published extensively in the field of Australian race relations and immigration history. His work, with Monash and the Scanlon Foundation, on mapping social cohesion has provided Australia with an important study of trust, immigration and diversity.



STIFF GINS

Kaleena Briggs and Nardi Simpson are the Stiff Gins, an Indigenous Australian band with three albums since 2000. With a name designed to reclaim an offensive reference to Aboriginal women, the duo's latest album, *Wind & Water*, expresses the history, culture, story and spirit of the roots of their NSW river peoples. Their stunning harmonies and wicked humour will transport you to a world of joy, spirit and song.



EMERITUS PROFESSOR RICHARD WILKINSON

Richard played a formative role in changing the world agenda of research on the social determinants of health and on the societal effects of income inequality. With Kate Pickett he co-wrote the award-winning 2009 book, *The Spirit Level*, which argued that people in more equal societies lived longer, had better mental health and had better chances for a good education regardless of their background. They went on to found The Equality Trust, which is working to build a social movement for change.



BOOK ONLINE:

www.ourcommunity.com.au/cic2013

COMMUNITIES IN CONTROL DAY ONE

Monday, May 27, 2013

8.30 – 9.15 *Registration Opens (tea, coffee & water available)*
Coffee provided by StrEAT (stop homelessness the delicious way)
Proudly funded by Commonwealth Bank

9.15 – 10.00 **Welcome and Opening**
DENIS MORIARTY
Group Managing Director, Our Community
FR JOE CADDY
CEO, Catholic Care

Welcome to Country

Victorian Government Welcome
THE HON. PETER RYAN MP
Deputy Premier of Victoria

10.00 – 11.00 **Malaise, Meditation & Magnificence: The Leadership Required in Australia**
PROFESSOR KERRY ARABENA
Chair of Indigenous Health, Centre for Health and Society, University of Melbourne

11.00 – 11.25 *Morning Tea*

11.25 – 12.25 **The Joan Kirner Social Justice Oration**
The evolution of human rights in Australia: a vision for stronger, universal protection
HUGH DE KRETZER
Executive Director, Human Rights Law Centre
Response
THE HON. JOAN KIRNER AC
Former Premier of Victoria; Our Community “Ambassador at Large”

12.25 – 12.45 **Networking**
BRETT DE HOEDT
Founder & Mayor, Hootville

12.45 – 1.30 *Lunch, Networking and Sideshows*

1.30 – 2.30 **A New World: Tearing down the barriers between business and community**
AUDETTE EXEL
Founder and Chief Executive, ISIS (Asia Pacific) and Telstra Businesswoman of the Year

2.30 – 3.00 *Afternoon Tea*

3.00 – 4.00 **From the Bottom Up: Making change stick**
DR JOHN FALZON
Chief Executive, St Vincent de Paul Society National Council of Australia

4.00 – 5.00 **The Spirit Level: Next steps**
EMERITUS PROFESSOR RICHARD WILKINSON
Co-founder, the Equality Trust; Co-author, The Spirit Level; Professor Emeritus of Social Epidemiology, University of Nottingham; Honorary Professor of Epidemiology and Public Health, University College London; Visiting Professor, University of York

5.00 – 6.00 *Networking drinks*

COMMUNITIES IN CONTROL DAY TWO

Tuesday, May 28, 2013

9.30 - 10.30

Charting Change: Mapping Social Cohesion in Communities

PROFESSOR ANDREW MARKUS

School of Philosophical, Historical and International Studies, Monash University

10.30 - 11.00

Morning Tea

11.00 - 12.00

I'm Alright, Jack: Reclaiming Community in a Selfish World

A Special Q&A Event

VIRGINIA TRIOLI

Two-time Walkley Award-winning journalist, Anchor of ABC News Breakfast

DAVID MARR

Walkley Award-winning journalist

CLEMENTINE FORD

Broadcaster and freelance writer

FIONA COLLIS

Director of the Ipsos Social Research Institute's *Mind and Mood Report*

KON KARAPANAGIOTIDIS OAM

Founder of the Asylum Seeker Resource Centre

Where does 'community' sit in a world that is increasingly defined by selfies, "look at me!" social media, "pick me!" welfare and all-consuming consumerism? This is your chance to burrow into the theme of this year's Communities in Control Conference.

12.00 - 12.45

Lunch, Networking and Sideshows

12.45 - 1.35

Speaking Truth to Power: The highs, lows and realities of working with government

PARIS ARISTOTLE AM

Director, Victorian Foundation for Survivors of Torture

1.35 - 2.30

Tomorrow's Agenda: Measuring your impact; multiplying your impact

JANE FARAGO

General Manager, Net Balance Foundation

2.30 - 3.00

Afternoon Tea

3.00 - 4.00

A Passionate Life: What it takes to make a difference

ITA BUTTROSE AO OBE

2013 Australian of the Year

Passion. It's something that people involved in the community sector have in spades. (They're certainly not in it for the money.) Ita Buttrose also knows a lot about passion. It's one of the things that has helped catapult her through her extraordinary, convention-defying life. In this keynote presentation, hear how passion has helped to shape the life and career of one of Australia's most beloved community figures.

4.00 - 4.15

A Musical Farewell

Celebrate fellowship and community with a spine-tingling performance by the Stiff Gins.

MARKETING & SOCIAL MEDIA BOOTCAMP

Love it or loathe it, no not-for-profit organisation can afford to ignore social media.

If you attend one capacity building event this year, this one has to be it!

This one-day event, the curtain-raiser to Communities in Control 2013, will bring together not-for-profit organisations from across the country to hear (and share) brave innovations in marketing and social media.

Want to change the world? Want to change the status quo? You must attend this event.

Sunday, May 26, 2013

9.30 – 10.00	<i>Registration Opens (tea, coffee & water available)</i>
10.00 – 10.10	Welcome and Opening PATRICK MORIARTY Executive Director, Institute of Community Directors Australia
10.10 – 11.00	Brave Marketing: The essentials BRETT DE HOEDT Founder & Major, Hootville Communications Facebook, Twitter, LinkedIn, Email, Websites, Blogs, Direct Mail, PR ... it's a jungle out there in the new world of marketing. Fifty per cent of the stuff that marketing gurus tell you you need to do will end up being a waste of your time. But which fifty per cent? In this session, you'll get the lowdown on what you absolutely need to do to use marketing and social media to get money, get members and get your voice heard, and how you can stay safe (well, safe-ish) along the way.
11.00 – 12.00	Six of the Best: Brave marketing and social media solutions <ul style="list-style-type: none">• Six brave EVENTS solutions• Six brave MEMBERSHIP solutions• Six brave FUNDRAISING solutions• Six brave ADVOCACY solutions
12.00 – 12.45	<i>Lunch</i>
12.45 – 1.30	Ideas You Can Steal: Google essentials There's way more to Google than a mere search engine. Increasingly Google is also helping to run our smart phones, manage our work lives and frame our online social interactions. And then there's Google Analytics. Unleashing its power could help you get more members, attract more volunteers, and reel in more donors. In this session, you'll find out how it all works, and what you need to do to make it work for your organisation.
1.30 – 2.15	Ideas You Can Steal: Facebook essentials "I saw it on Facebook" has become one of the most common sentences of the modern age. And it's no wonder. With more than a billion users worldwide, Facebook's power to reach and engage people is enormous. But it can also be an enormous time-waster. And few not-for-profits (actually, few organisations of any type) have found a way to use its power to convert eyeballs into action. It's still early days; Facebook is less than 10 years old. If you haven't started yet, it's not too late to jump on. Hear what we've learned so far.
2.15 – 3.00	Ideas You Can Steal: Twitter essentials Can you describe what your not-for-profit organisation does in 140 characters or less? Know what a hashtag is? Have a handle? No? You really need to get onto this Twitter thing. Five hundred million users can't be wrong. In this session you'll find out what Twitter can do for your cause, and how to fight your way through the "pointless babble" and into people's hearts and minds.
3.00	<i>Close</i>

CONFERENCE INFO

COMMUNITIES IN CONTROL 2013

DATE & TIME:

Communities in Control 2013: Monday and Tuesday, May 27 & 28, 2013

Marketing & Social Media Bootcamp : Sunday, May 26, 2013

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

PRICE:

Communities in Control (Monday and Tuesday, May 27 & 28): \$330

Communities in Control (May 27 & 28) plus Marketing & Social Media Bootcamp (Sunday, May 26): \$590

Early bird price for Communities in Control (May 27 & 28) plus Marketing & Social Media Bootcamp (Sunday, May 26): \$530 (available until 5pm March 22)

20% group discount is available when registering 10 people or more (Group Discount cannot be used in conjunction with Early Bird offer). For group bookings contact Alan Matic on 9320 6805 or email alanm@ourcommunity.com.au

Single-day entry not available. Delegates attending the Bootcamp must also attend Communities in Control.

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. (Available only to conference delegates.)

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. Written notice is required for cancellations and substitutions. 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 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.

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 2013

REGISTRATION: ATTENDEE ONE

Name	<input type="text"/>		
Job Title	<input type="text"/>		
Org	<input type="text"/>		
Address	<input type="text"/>		Post Code <input type="text"/>
Email	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>
Special needs (wheelchair access, dietary requirements etc)	<input type="text"/>		

<input type="checkbox"/> Communities in Control plus Marketing & Social Media Bootcamp Sunday, May 26 - Tuesday May 28, 2013	Early Bird (Must Pay Before 5pm March 22)	\$530 pp	<input type="text" value="\$"/>
	Normal Price:	\$590 pp	<input type="text" value="\$"/>
<input type="checkbox"/> Communities in Control Monday, May 27 - Tuesday May 28, 2013	Price:	\$330 pp	<input type="text" value="\$"/>

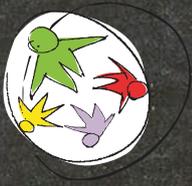
REGISTRATION: ATTENDEE TWO

Name	<input type="text"/>		
Job Title	<input type="text"/>		
Org	<input type="text"/>		
Address	<input type="text"/>		Post Code <input type="text"/>
Email	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>
Special needs (wheelchair access, dietary requirements etc)	<input type="text"/>		

<input type="checkbox"/> Communities in Control plus Marketing & Social Media Bootcamp Sunday, May 26 - Tuesday May 28, 2013	Early Bird (Must Pay Before 5pm March 22)	\$530 pp	<input type="text" value="\$"/>
	Normal Price:	\$590 pp	<input type="text" value="\$"/>
<input type="checkbox"/> Communities in Control Monday, May 27 - Tuesday May 28, 2013	Price:	\$330 pp	<input type="text" value="\$"/>

Over 2 attendees? Photocopy this form OR register online at www.ourcommunity.com.au/cic2013

(Please transfer total to the payment page)



ourcommunity.com.au

OUR COMMUNITY

Our Community is a pioneering social enterprise that provides advice, tools and training for Australia's 600,000 community groups and schools, along with community-related services for individuals, business and government. We are a movement builder working to empower the community sector to fashion its own future, in partnership with the people, organisations and agencies that possess likeminded goals and values. Our major offerings include:

- www.ourcommunity.com.au - helpsheets, books, training and tools for Australian community groups
- Institute of Community Directors Australia - the best practice network for the members of Australian not-for-profit boards, committees and councils: Knowledge; Connections; Credentials.
- GiveNow.com.au - helping individuals and businesses give more, give smarter, give better, Give Now! Free online donations for community groups.
- Australian Institute of Grants Management - grants management services and online grants management solutions for government and philanthropy
- Australian Institute for Corporate Responsibility - intelligent, contemporary corporate responsibility services for businesses



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 (formerly Centacare Catholic Family Services) has partnered with Our Community to stage the Communities in Control Conference every year since its inception in 2003.

OUR ALLIANCE PARTNERS

