

Communities in Control

CONFERENCE 2015

*Think Differently:
Ideas that change communities*

**Melbourne, Australia
Monday & Tuesday, May 25 and 26**



**PLUS:
Skills Day
Sunday, May 24**
Strategies to
Supercharge your
fundraising



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

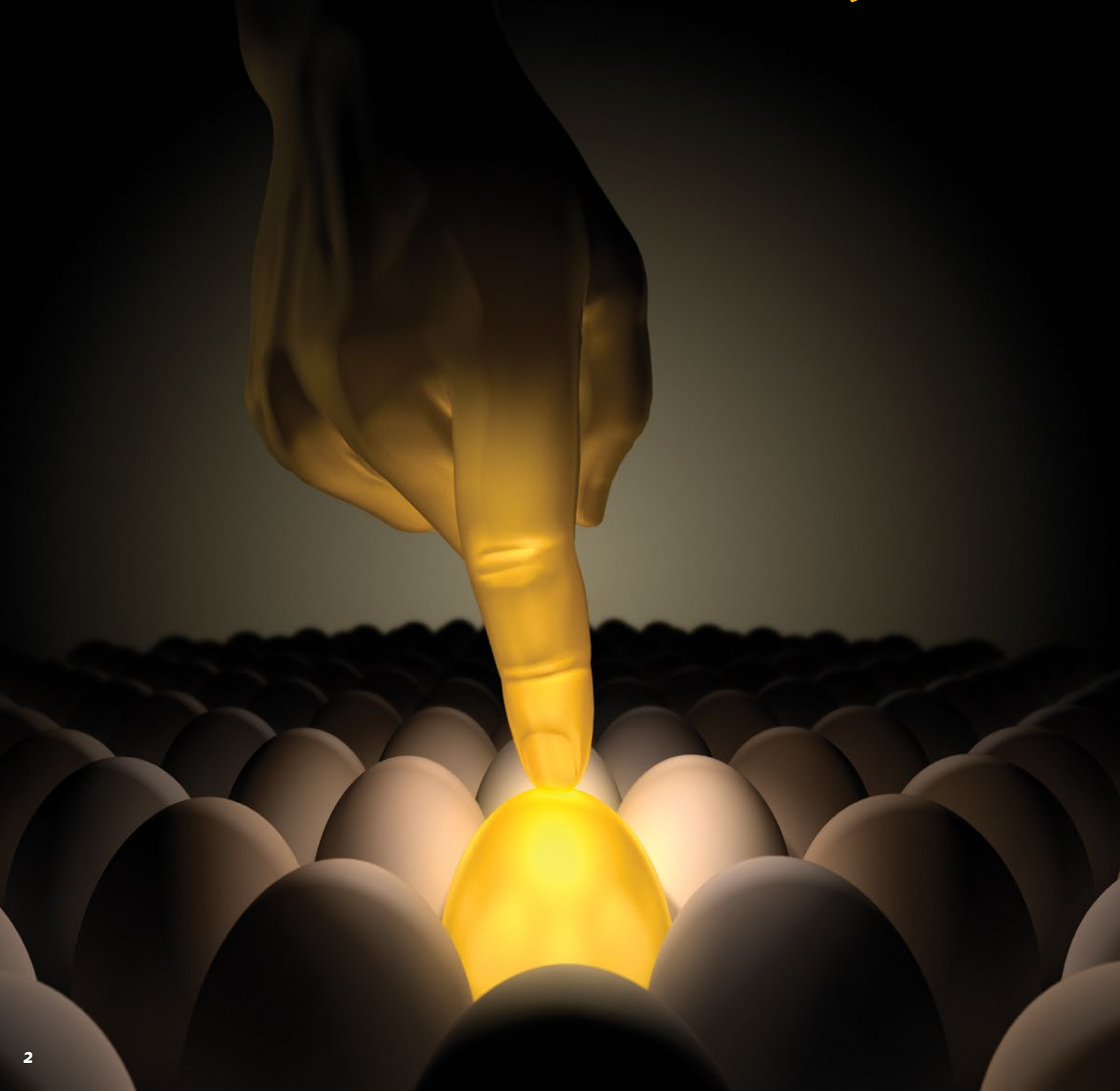


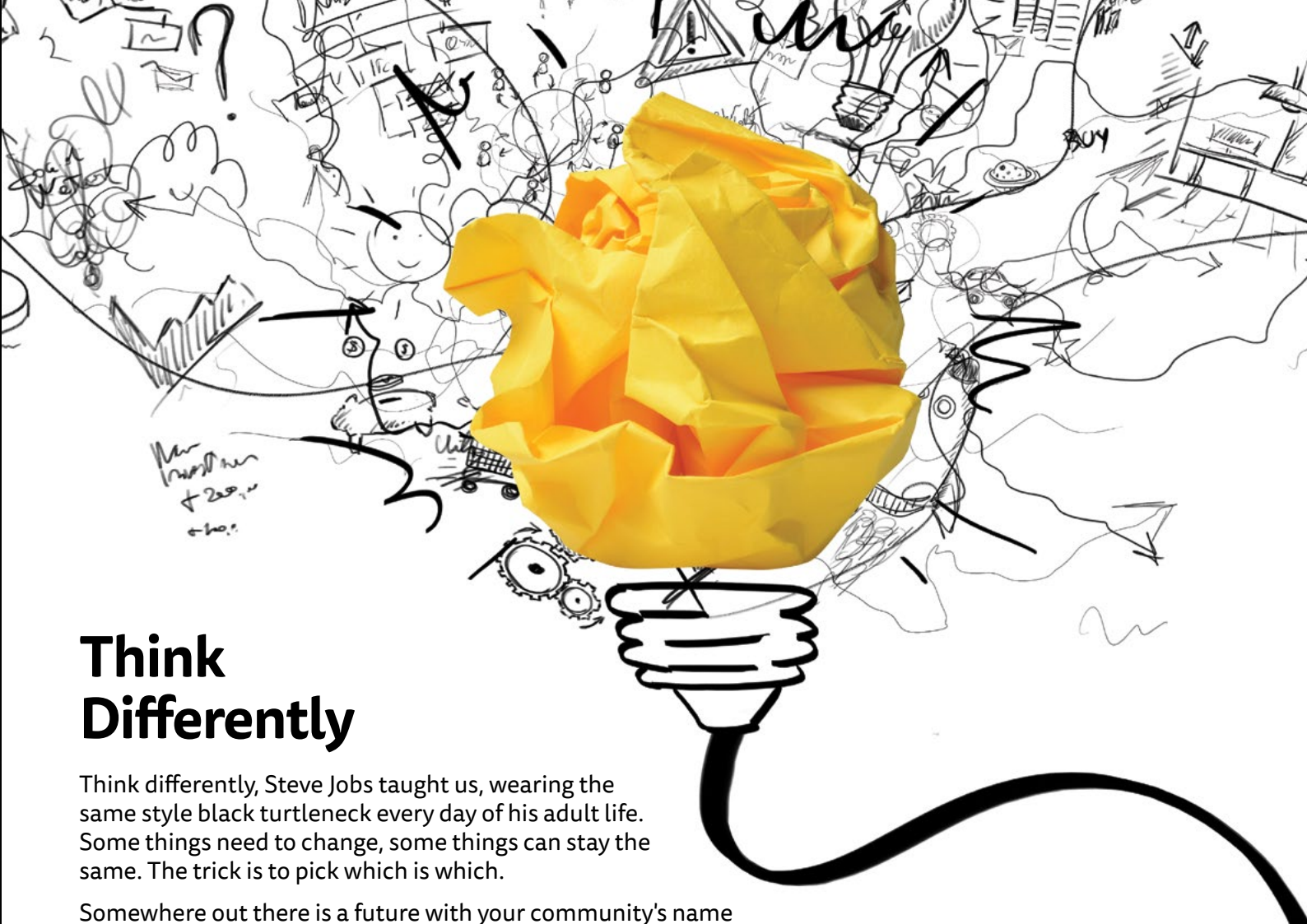
ourcommunity.com.au
Where not-for-profits go for help

Today's rooster is tomorrow's feather duster, and the same thing goes for doves and peacocks and owls.

You've got to keep the golden eggs coming, only better – double-yolkers, and organic.

You have to think differently.





Think Differently

Think differently, Steve Jobs taught us, wearing the same style black turtleneck every day of his adult life. Some things need to change, some things can stay the same. The trick is to pick which is which.

Somewhere out there is a future with your community's name on it. Are you ready for it? Your mission, your style of governance, your fundraising and marketing and technology strategies, your budget – how responsive are you to changes in Australian society? Will your organisation still be here in 25 years, or will you have been crushed against the barriers by overtaking movements?

If you're not interested in the future, the future may not be interested in you. There are no guarantees. Today's rooster is tomorrow's feather duster, and the same thing goes for doves and peacocks and owls. You've got to keep the golden eggs coming, only better – double-yolkers, and organic. You have to **think differently**.

One trouble with doing good, though, is that it keeps you busy, sometimes until you drop in your tracks. Against some tough competition, time to think is the scarcest of your resources. Look at this year's strategy; how many hours have you set aside for just **thinking**?

Sometimes you're also too busy to listen. The springs of organisational innovation are diversity, flexibility, and responsiveness. In your organisation, do you make room for that? Do ideas come up the hierarchy, or do you work from the top down?

You need time to reflect too. If you're not going forward, you're slipping backward – and you should be learning, either way. When did you last take time out to reflect on what your organisation is doing well, and what it could do better? What's the reception for people pointing out your missteps, mistakes, and failures? Australian not-for-profits are generally underfunded, overworked, and afraid – afraid that any admission of error will lead to their being even more underfunded and so even more overworked.

You can't ever stop changing and adapting. Every advance creates new expectations. And you can't work in isolation. Steve Jobs couldn't have done it on his own. He needed Silicon Valley, a wide-open centre dedicated to continuous improvement, where everyone cares about measurable outcomes. It's not a mindset that the Australian not-for-profit sector is noted for, yet. But we're building it.

Communities in Control is about clearing out a time to be open to the future. To take the long view, and the high ground, and the red pill.

For a couple of days, see what it means to think differently. See how your community group can change.

Welcome to Country and Conference Opening



Joy Murphy Wandin AO

Equal rights campaigner; Senior Wurundjeri elder of the Kulin Alliance

Aunty Joy is an Aboriginal Elder of the Wurundjeri people and has been involved with Indigenous issues for more than 30 years. She is Chair of the Australian Indigenous Consultative Assembly and holds several positions across various sectors of government.

Conference Convenors:



Denis Moriarty

Group Managing Director, Our Community

Denis is the Founder and Group Managing Director of Our Community. He is a graduate of both the Vincent Fairfax Ethics in Leadership Awards and the Williamson Community Leadership program, and a member of several not-for-profit and private boards. He is passionate about change and is driven by a desire to improve the lives of the most disadvantaged in society in a way that assists individuals and communities to take charge of their own destiny.



Kathy Richardson

Executive Director, Our Community

Kathy is Executive Director of Our Community and the group's "Chaos Controller", helping to oversee the organisation's many enterprises, as well as leading reform initiatives and new business directions. A journalist who spent the early part of her career working in community newspapers, Kathy has a passion for equality and social justice. She has and continues to serve on many not-for-profit boards and grantmaking bodies. Kathy was selected as an Eisenhower Fellow (Innovation) in 2014.



Fr Joe Caddy

CEO, CatholicCare

Joe has a strong background in community service governance and social policy and regularly advocates for policies and programs to ensure stronger families and communities. He was the Chair of Catholic Welfare Australia from 2003 to 2013, the national peak body of Catholic Community service providers. In 1993, he completed a Licentiate in Social Sciences at the Gregorian University in Rome. He is currently the Parish Priest at All Saints Church in Fitzroy, Victoria.

Entitlement and Inequality:

Why dumb economics is killing our communities

Stephen Koukoulas

*Economic visionary and advisor; Managing Director,
Market Economics*

Who ever heard of an economist being more popular than a rock star? Thomas Piketty, the French economist, has made world headlines advocating a new form of economics focussed on wealth and income inequality.

In Australia, we have our own rock star economist, Stephen Koukoulas, who has been a pioneer in advocating a better balance between wealth and income equality.

In this session you'll hear Stephen talk about modern economics and the contemporary challenges our financial systems present for all of us working to change communities.

Stephen has a rare and specialised professional experience accumulated through more than 25 years as an economist in Treasury, as global head of economic and market research, a chief economist for two major banks, as economic advisor to a Prime Minister, and his current position as Managing Director of Market Economics Pty Ltd.

Stephen's unique background and knowledge allows him to offer more than many economists. He has briefed an Australian Prime Minister on crucial economic policy issues, presented to more than 35 central banks around the world, and spoken to money managers who invest tens and hundreds of billions of dollars. He's delivered keynote addresses to the small business sector, retail investors and even Year 12 HSC economics students.



Empowerment is a zero sum game

Clementine Ford

Author, social commentator, equal rights campaigner

If women are to gain power over their own lives, men must lose power. That's fair.

Men can't be expected to like it. That's tough. If we want to be really fair and balanced, men should spend the next 4000 years as the household property of women and get the vote sometime around the year 5916 (equal pay could take a little longer). **Then they get to complain.**

Clementine is a forward thinking social commentator and a prominent writer and feminist. She has previously worked as a policy officer for YWCA and as a media advisor in a state political campaign.

Currently writing for Fairfax, appearing in *The Age* and *Daily Life* as well as frequent appearances on ABC radio, Clementine knows that she is hitting the right spot when Andrew Bolt calls her "just some feminist with bared tattoos".

Clementine's insight provides an indispensable, spirited and eloquent voice for equality.



Whatever the question, community is the answer

Dr Jim Diers

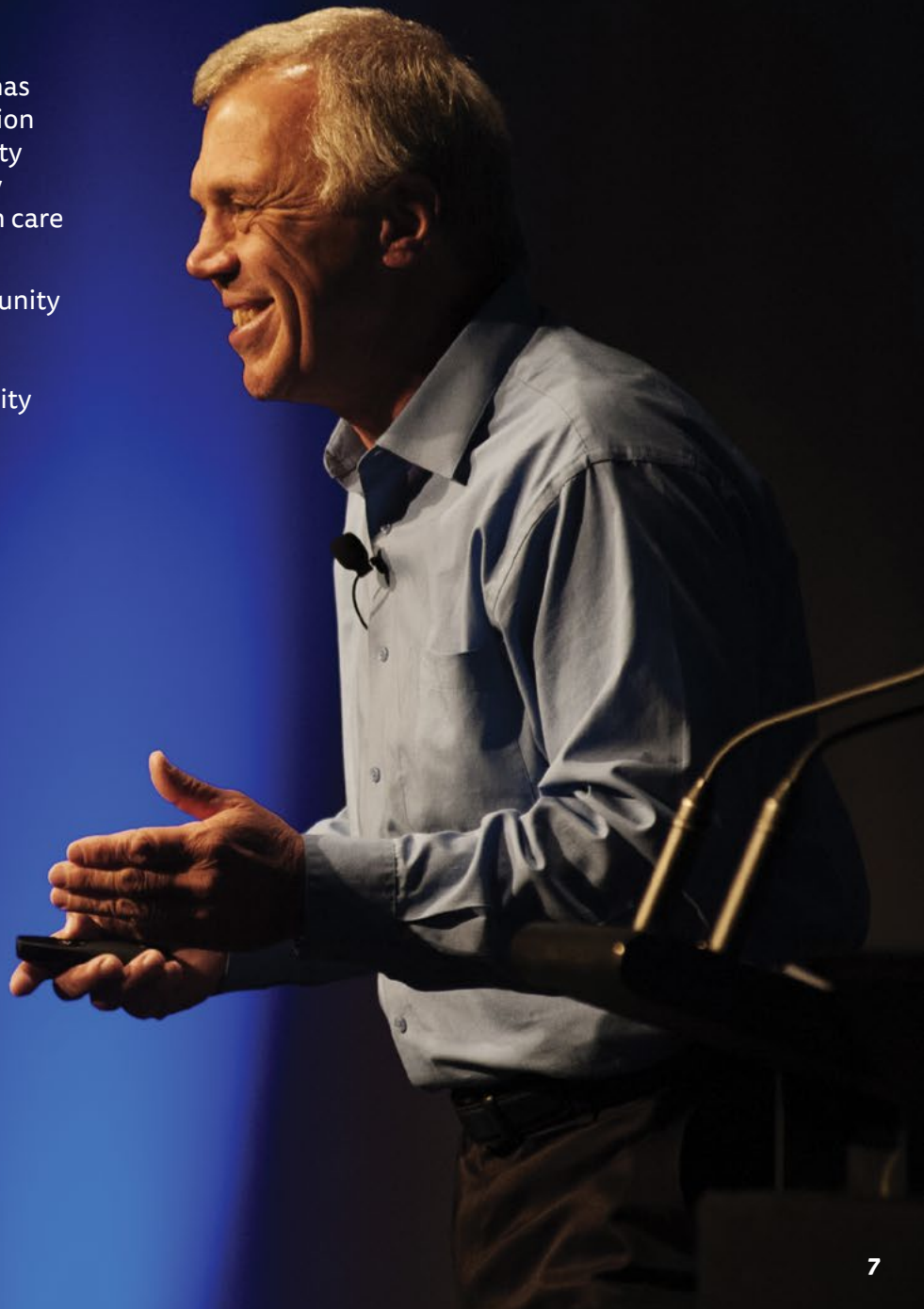
Author, lecturer, community enthusiast

Reorienting not-for-profits to rebuild communities

People today think of themselves as nothing but taxpayers because government treats them as nothing but customers. We must move to new forms of participatory democracy – strong, inclusive communities supported by keystone community organisations.

Jim has a passion for getting people engaged with their communities and in the decisions that affect their lives. He has put that passion to work for a direct-action neighbourhood association, a community development corporation, a community foundation, and the USA's largest health care cooperative.

Currently, Jim teaches courses in community organising and development at the University of Washington and serves on the faculty of the Asset-Based Community Development Institute. He has been recognised for his work with numerous awards.



Crossing the Electronic Frontier – or Straddling the Electric Fence

Uber is disrupting taxi driving, airbnb is disrupting the hotel business, what new app is going to disrupt the community sector?

Or has it happened already and nobody's told you?

The Panel:



Once there were rattle-tins. Then came online donations. Now anything's Pozible.

Alan Crabbe,
Co-Founder and Director, Pozible

Alan is the Co-founder and Director of Pozible, Australia's number one crowdfunding platform. With a background in consulting and web development, prior to establishing Pozible, Alan worked in a number of roles in Australia and the UK. He developed his entrepreneurial spirit through a technology start-up he co-founded at university.



There are not-for-profits and businesses, and never the twain shall meet. Oh, hang on ...

Alicia Darvall,
Executive Director, B Lab Australia & New Zealand

As Executive Director of B Lab, Alicia is serving a global movement of entrepreneurs using the power of business to solve social and environmental problems. B Lab does this with several initiatives that help businesses attract customers, talent, and capital to scale. Alicia has more than 15 years of community-building experience, having launched and built organisations for business and the not-for-profit sector. She has held senior roles at Moonlight Cinema, Melbourne Fringe Festival and Melbourne Fashion Festival and is currently on the board of the Stella Prize.



This is the electronic frontier, and auDA's in the sheriff's office.

Jo Lim,
Chief Operations and Policy Officer, auDA

Jo has been with auDA since 2001, and in that time, she has been primarily responsible for managing the policy and regulatory framework for the .au domain. Jo has previous experience in government policy working on communications and IT issues, including a stint as ministerial adviser. Jo was also a member of the taskforce that drafted the Telecommunications Act 1997, to facilitate open competition in the Australian telecommunications market. Jo holds a Bachelor of Laws and Bachelor of Arts from the University of Melbourne, and Diplomas in Management and Business from Swinburne University.



**It's 2015. Hold a rally, by all means, but why stop there?
There are 7 billion people out there...**

Anna Robinson,
Director of Partnerships, Australia, Change.org

Anna is Director of Partnerships for Change.org, the world's largest platform for social change (2.5 million Australian users and 80 million globally). Anna leads Change.org's work supporting and providing strategic advice to leading not-for-profits on their campaign strategies in the Asia-Pacific region. Change.org works with 45 not-for-profit clients in the region and has worked with more than 500 not-for-profits globally. Prior to joining Change.org, Anna spent a decade in the not-for-profit and 'socially focused' private sector. Anna is currently completing a Masters in Public Policy at the Melbourne School of Government



Facilitator:

Brett de Hoedt, Mayor, Hootville Communications

Brett is a media trainer and the founder of Hootville Communications, a public relations agency that serves not-for-profit clients. Prior to starting Hootville, Brett worked as a print journalist, talk radio host and publicist with various media organisations including Truth, New Idea, Channel 7, ABC TV, ABC radio and radio 3AK. He recently returned to the airwaves, hosting a Saturday morning show on Melbourne's 1377am MyMP. Brett is a true believer in community causes, community organisations, and the people who choose to support them.



Drunk Tank Pink:

Communities are better when individuals are generous

Assoc. Prof. Adam Alter

*Marketing and Psychology,
Stern School of Business,
New York University*

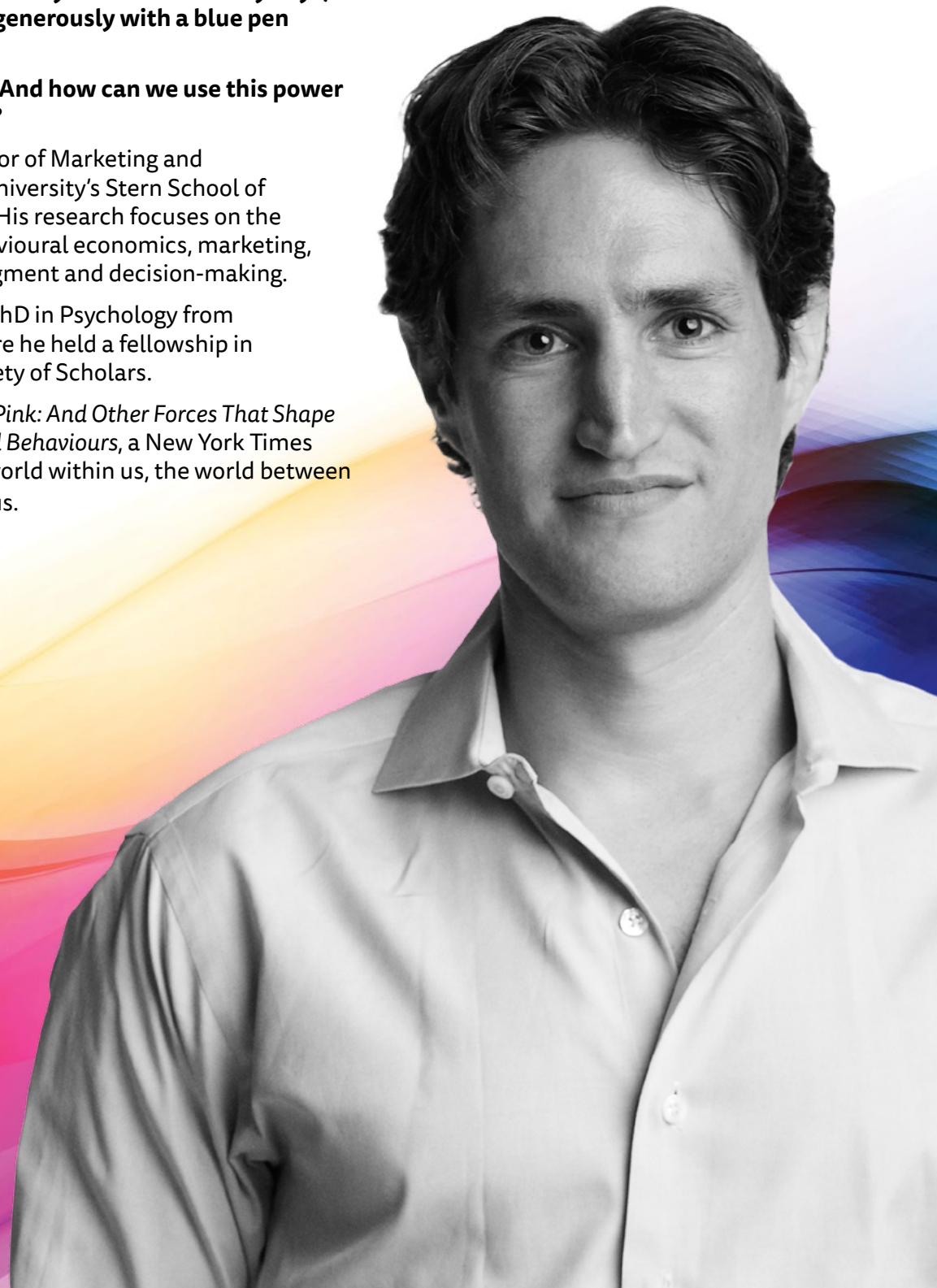
Studies show that you get hit on more when you're wearing red, that your memory's better on cloudy days, and that you mark more generously with a blue pen rather than a red pen.

Is life all just marketing? And how can we use this power for good rather than evil?

Adam is Associate Professor of Marketing and Psychology at New York University's Stern School of Business and Psychology. His research focuses on the connection between behavioural economics, marketing, and the psychology of judgment and decision-making.

Adam has a Masters and PhD in Psychology from Princeton University, where he held a fellowship in the Woodrow Wilson Society of Scholars.

His first book, *Drunk Tank Pink: And Other Forces That Shape Our Thoughts, Feelings, and Behaviours*, a New York Times Bestseller, discusses the world within us, the world between us, and the world around us.



Laughing Just to Keep from Crying

Denise Scott

Comedian, actor, radio personality

End day one of Communities in Control with a giggle.

Denise Scott is one of Australia's funniest, most honest and heart-warming storytellers.

There's barely an award for comedy in Australia that she hasn't won. Her live shows have seen her awarded the Directors' Choice Award at the Melbourne International Comedy Festival and a Helpmann Award for Best Comedy Performance.

After three nominations, Denise also won the Barry Award for best show at the 2014 Melbourne International Comedy Festival.



TUESDAY, MAY 26: 9.15am-9.30am (Sorry Day)

A Musical Performance

Christine Anu

Singer/Songwriter

You laughed at the end of day one; now start day two being wooed by one of Australia's most recognisable voices.

Christine Anu's career began with a bang when her first studio album *Stylin' Up* went platinum.

She has collaborated with some of Australia's best-known artists including Paul Kelly and she sang at the Sydney 2000 Olympics Closing Ceremony.

Christine has been nominated for 16 ARIA awards and won five.

Her reworking of the song *My Island Home* won Song of the Year at the 1995 Australasian Performing Rights Association (APRA) awards, and was listed in APRA's list of top 30 Australian songs of all time in 2001.



An Aboriginal Australian Republic

Dr Gregory Phillips

Lecturer, Aboriginal health, Monash University; Executive Director, ABSTARR Consulting

Aboriginal and Torres Strait Islander peoples are often thought of as charity cases, problems, sick, drunk, mad, abusers, violent and 'disadvantaged'. Apparently they need to be 'included', 'protected', 'assimilated', 'empowered' or 'brought up to the standards' of others, according to white benevolence.

In this presentation, Gregory will propose a radical shift in thinking – Aboriginal and Torres Strait Islander Peoples are in fact at the forefront of global social and environmental sustainability, intellectual prowess, artistic meaning and creative beauty. What can other Australians learn from them? What is an Australian? Who is sovereign in Australia? How might we build a Republic we can be proud of? What is the vision for this great southern land?

Gregory is a medical anthropologist with a PhD in psychology and a master's degree in medical science. He has 20 years experience working in healing, alcohol and other drug abuse, youth empowerment, medical education and health workforce. Amongst many other initiatives, Gregory developed an accredited Indigenous health curriculum for all medical schools in Australia and New Zealand, founded the Leaders in Indigenous Medical Education Network and co-wrote a national Indigenous health workforce strategy. He is currently Executive Director of ABSTARR Consulting, and a Research Fellow at the Baker IDI Heart and Diabetes Institute.



The Art of Belonging

Our annual dose of therapy

Hugh Mackay AO

Psychologist, social researcher extraordinaire, multi-award winning author

The eternal question 'Who am I?' must be weighed against an even deeper question: **'Who are we?'** We are writing each other's stories as much as we are writing our own. As social creatures we can only reach our potential when we engage with our communities – as we work for a society that sustains and nurtures the many, not just the fortunate few.

Hugh is a social researcher and multi-award winning author of 16 books. A professor and honorary professor at a number of institutions, Hugh has been elected a Fellow of the Australian Psychological Society and awarded honorary doctorates from no less than four universities. In 2015, Hugh was appointed an Officer in the Order of Australia.

His latest book, *The Art of Belonging*, advances the argument put forward in his prior bestseller, *The Good Life*. Through a series of fascinating stories, Mackay reveals the beautiful symmetry of the human condition: we need communities, but communities also need us.



TUESDAY, May 26: 12.50pm-1.45pm (Sorry Day)

'Going Local': The Economics of Happiness

Helena Norberg-Hodge

Filmmaker, author, environmentalist; Founder and Director, Local Futures/ International Society for Ecology and Culture (ISEC)

Author, filmmaker, environmentalist, activist, Helena is a pioneer of the 'new economy' and 'localisation' movements.

Through her writing and lectures, she has become a widely respected analyst of the impact of the global economy on communities, local economies, and personal identity, and advocates 'localisation' as a measure to tackle those impacts.

Helena is the Founder and Director of the International Society for Ecology and Culture and a founding member of the International Commission on the Future of Food and Agriculture. She has received numerous awards for her work including the 1986 Right Livelihood Award and the 2012 Goi Peace Prize.



Bad Things Happen to Good People

What happens next?

Barnaby Howarth

Filmmaker, survivor, fighter, motivational speaker

Barnaby Howarth thinks the life you're living right now is something to be proud of.

Today's society says that if you don't achieve what you're aiming for, you've failed, but Barnaby thinks as long as you couldn't have tried any harder, you should be as proud as the next person.

Barnaby has achieved a lot in life since being diagnosed with diabetes, then suffering a stroke after being bashed in an alcohol-fuelled gang attack – he played AFL football for the Sydney Swans, has written his autobiography, filmed two documentaries, climbed Mt Kilimanjaro, played his 100th AFL game for his local footy club and was inducted to the Sydney AFL Hall of Fame. But the proudest thing he can say about himself these days is that he's just a regular bloke on the street.

Barnaby wants people to walk away from his talk knowing that as long as they're giving 100% to the task in front of them, they can be proud of the life they're living right now and communities can change.



Think Differently: Disrupt Politics

Pollsters, pundits and politicians generally share a common set of assumptions about what's going to lose you elections – deficits, surprises, taking on vested interests. But are they right? Is there more willingness for change out there than we're given credit for? If individuals and organisations were able to directly launch new concepts – like citizens' juries, mini-publics, or other new governance networks – and have them taken seriously, could we do away with politicians and politics – as we know them now – entirely? Let's explore some of the new forms of citizen engagement.

The Panel:



Denis Ginnivan,
Deputy Chair, Voices for Indi

Denis is a founding member and current Vice President of Voices for Indi, a grassroots democracy organisation that led to independent Cathy McGowan unseating prominent Liberal member Sophie Mirabella in the 2013 election. He is a social worker and mediator, a Churchill Fellow, and Adjunct Professor at Charles Sturt University.



Carolyn Hendriks,
Senior Lecturer, Public Policy & Governance, ANU

Carolyn's work examines the democratic practices of contemporary governance, with a particular focus on public deliberation, inclusion and political representation. She has taught and published widely on the application and politics of inclusive and deliberative forms of citizen engagement.



Joanne Yates,
Political advisor; Sherpa & Executive Officer, C20 Steering Committee

Joanne was the C20 Sherpa, coordinating civil society's input into the G20's economic policy reform agenda. She has a history of public policy development and advocacy on social justice and equity, holding senior management roles in the public sector and for industry associations. She has been a senior political advisor, most recently working for Deputy Leader of the Opposition Tanya Plibersek.



Rohan Wenn,
Journalist, Political Advisor

Rohan is an independent communications consultant. His career has seen him work as a news reporter for various networks and an investigative reporter for both *A Current Affair* and *Today Tonight*, after which he became Senator Nick Xenophon's Chief of Staff. Later, he joined online advocacy and campaign organisation, GetUp! as their communications director.

Facilitator:

Virginia Trioli,

Author, television presenter, multi-award winning journalist

Virginia is one of Australia's best-known journalists with a formidable reputation as a television host, radio presenter, writer and commentator. A two-time Walkley Award winner, prior to broadcasting Virginia spent almost a decade as a news reporter, features writer, assistant news editor and columnist at *The Age*. She was the popular host of Melbourne's 774 ABC *Drive* program for four years before moving to Sydney to host the morning show on 702 ABC Sydney. She is currently the co-host of ABC TV's *News Breakfast*, and has been presenting the program since its launch in 2008.



Joan Kirner Social Justice Oration

2015 oration

Lieutenant Colonel USMC (Retired) Dan Mori

Former US Marine Corps Lawyer; Social Justice Consultant, Shine Lawyers; founder, Australians Detained Abroad

Dan Mori (then more widely known as Major Michael Mori) hurtled into the Australian public consciousness in November 2003 when he was appointed to represent Australian Guantanamo Bay detainee David Hicks. His principled, articulate and relentless pursuit of justice for his client ensured he stayed there throughout and well beyond the conclusion of the case.

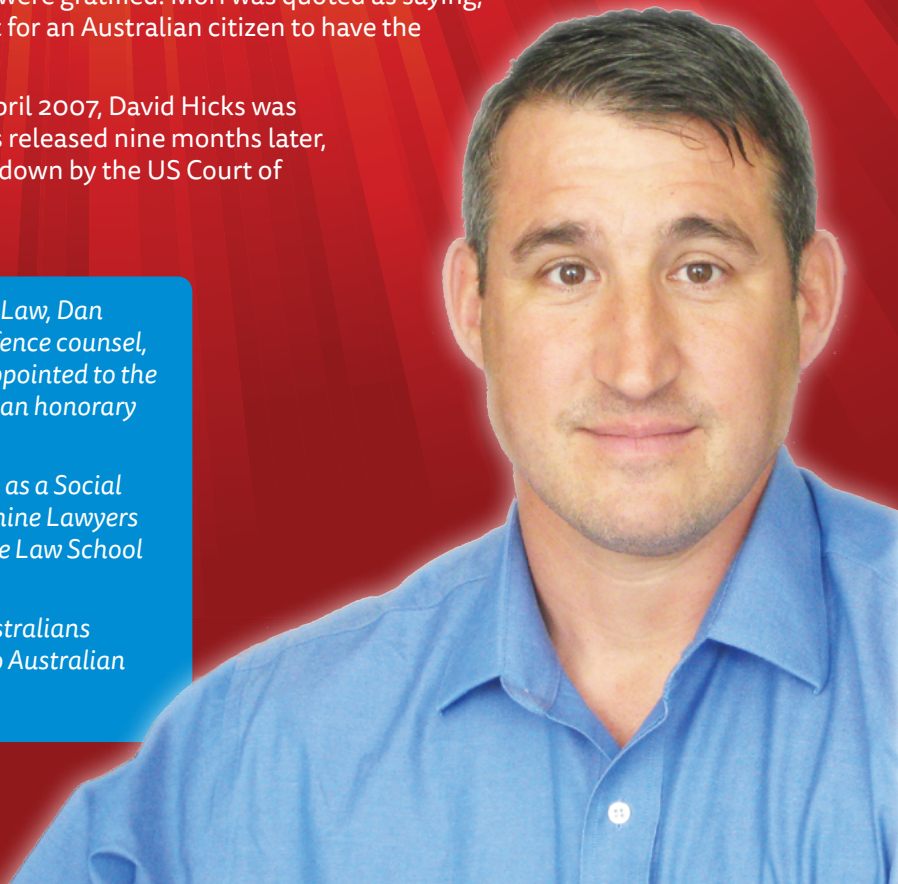
In 2007, Hicks was controversially convicted of providing material support for terrorism, a crime that did not exist at the time of the alleged offence. Many were outraged. Others (most notably the Australian Government) were gratified. Mori was quoted as saying, 'It's disheartening that federal ministers won't fight for an Australian citizen to have the same rights as an American.'

The public mood and political climate shifted. In April 2007, David Hicks was returned to Adelaide to conclude his sentence, was released nine months later, and in February this year had his conviction struck down by the US Court of Military Commission.

A 1994 graduate of Western New England School of Law, Dan began his Marine Corps legal career serving as a defence counsel, prosecutor and staff judge advocate before being appointed to the Hicks case. His work on that case saw him awarded an honorary membership of the Australian Bar Association.

Since July 2012, Dan has lived in Melbourne working as a Social Justice Consultant in the Social Justice practice of Shine Lawyers and teaching in the Master's programs at Melbourne Law School and Monash University.

In 2014, he founded a not-for-profit group called Australians Detained Abroad, which works to provide support to Australian families who have loved ones detained overseas.



RESPONSE AND VOTE OF THANKS:

The Hon Joan Kirner AC

*Former Premier of Victoria,
Our Community Ambassador*



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

Kathy Richardson, Executive Director, Our Community

Fr Joe Caddy, CEO, Catholic Care

Welcome to Country

Joy Murphy Wandin AO

Equal rights campaigner, Senior Wurundjeri elder of the Kulin alliance

9.30 – 10.30 **Entitlement and Inequality: Why dumb economics is killing our communities**

Stephen Koukoulas

Economic visionary and advisor; Managing Director, Market Economics

10.30 – 11.00 **Morning Tea**

11.00 – 12.00 **Empowerment is a zero sum game**

Clementine Ford

Author, journalist, social commentator, equal rights campaigner

12.00 – 1.00 **Whatever the question, community is the answer**

Dr Jim Diers

Author, lecturer, community enthusiast

1.00 – 2.00 **Lunch, Networking and Sideshows**

2.00 – 3.00 **Crossing the Electronic Frontier – or Straddling the Electric Fence**

Panel

Alan Crabbe, Co-Founder and Director, Pozible

Alicia Darvall, Executive Director, B Lab Australia & New Zealand

Jo Lim, Chief Operations and Policy Officer, auDA

Anna Robinson, Director of Partnerships, Australia, Change.org

Facilitator

Brett de Hoedt, Mayor, Hootville Communications

3.00 – 3.30 **Afternoon Tea**

3.30 – 4.30 **Drunk Tank Pink: Communities are better when individuals are generous**

Associate Prof Adam Alter

Marketing and Psychology, Stern School of Business, New York University

4.30 – 4.45 **Laughing Just to Keep from Crying**

Denise Scott

Comedian, actor, radio personality

4.45 – 6.00 **Drinks and Networking (Drinks supplied as part of the conference fee)**

THE PROGRAM

DAY TWO

9.15 – 9.30 **A Musical Performance**

Christine Anu

Singer/songwriter

9.30 – 10.30 **An Aboriginal Australian Republic**

Dr Gregory Phillips

Lecturer, Aboriginal health, Monash University; Executive Director, ABSTARR Consulting

10.30 – 10.55 **Morning Tea**

10.55 – 11.50 **The Art of Belonging**

Hugh Mackay AO

Psychologist, social researcher extraordinaire, multi-award winning author

11.50 – 12.50 **Lunch**

12.50 – 1.45 **'Going Local': The Economics of Happiness**

Helena Norberg-Hodge

Filmmaker, author, environmentalist; Founder and Director, Local Futures/International Society for Ecology and Culture (ISEC)

1.45 – 2.15 **Bad Things Happen to Good People. What happens next?**

Barnaby Howarth

Filmmaker, survivor, fighter, motivational speaker

2.15 – 2.45 **Afternoon Tea**

2.45 – 3.45 **Think Differently – Disrupt Politics**

Panel

Denis Ginnivan, Deputy Chair, Voices for Indi

Carolyn Hendriks, Senior Lecturer, Public Policy and Governance, ANU

Rohan Wenn, Journalist, political advisor

Joanne Yates, Political advisor; Sherpa and Executive Officer, C20 Steering Committee

Facilitator

Virginia Trioli, Author, television presenter, multi-award winning journalist

3.45 – 4.30 **Joan Kirner Social Justice Oration 2015**

Lieutenant Colonel USMC (Retired) Dan Mori

Former US Marine Corps lawyer; Social Justice Consultant, Shine Lawyers

Response and vote of thanks

The Hon Joan Kirner AC

Former Premier of Victoria; Our Community Ambassador

4.30

Close

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

Past conference attendee

NOT-FOR-PROFIT SKILLS DAY

Strategies to Supercharge your fundraising

9.30 – 10.00 *Registration Opens (tea, coffee & water available)*

10.00 – 11.00 Fundraising Fundamentals

How to unlock the seven sources of funds

Patrick Moriarty, Our Community fundraising specialist

Your organisation needs money, and we know what you need to do to get some. Our Community has identified seven distinct types of fundraising every organisation can – and should – be accessing. If you're new to fundraising, or looking to escape from your same-old-same-old sources, this is a session you can't afford to miss.

11.00 – 12.00 Communications Clinic

The Best 60 Minutes of Communications Advice You'll Ever Receive

Brett De Hoedt, Mayor, Hootville Communications

The more you refine your message, the luckier you'll get. Good communications is the key to everything – more fundraising dollars, better relationships, more influence, more supporters. Get the basics right and you'll never look back. Find out how with Australia's leading not-for-profit communications specialist.

12.00 – 12.45 *Lunch*

12.45 – 1.45 Choose your first workshop

Workshop 1: Getting More Money from Business

Kylie Cirak, Executive Director, GiveNow.com.au; corporate partner specialist

Don't just hurl yourself in to a partnership with a local business. Taking a more strategic, long-term view will set you up for longevity and success. In this workshop you'll find out how to go about it.

Workshop 2: Crowdfunding for Beginners

Alan Crabbe, Co-founder and Director, Pozible

Crowdfunding is the new kid on the fundraising block. It takes energy and creativity, but it can bring in much-needed funding and attract a whole new audience of supporters. Find out if your group has what it takes to tap into this rapidly growing field.

Workshop 3: Getting Money from Gifts in Wills

Wendy Brooks, Director, Wendy Brooks Consulting

Encouraging people to leave your organisation money in their will can be a touchy and emotional subject. This workshop will help you develop a great 'gifts in wills' program, showing you how to encourage your supporters to make gifts in wills to support the work of your organisation and what to do when the estate is contested.

1.45 – 1.55 *Quick refreshment break (don't dally; it's Sunday ... let's get home early)*

1.55 – 3.00 Choose your second workshop (see list above)

3.00 *Head home inspired, refreshed, recharged and ready to crank up your money-making efforts*



ourcommunity.com.au

Pozible
Crowdfunding Creativity

hootville 
communications for good; not evil

Wendy Brooks
CONSULTING

CONFERENCE DETAILS

Date & Time:

Communities in Control 2015: Monday and Tuesday, May 25 & 26, 2015
Skills Day: (Income Generating Strategies for Enterprising Not-for-Profits): Sunday, May 24, 2015

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 Mark Fitzpatrick on 9320 6835 or email markf@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 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.


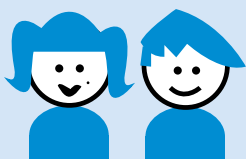

Changes To The Program:

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 2015

Conference Prices (Mon & Tues, May 25 & 26 2015): Please tick the price that applies to you

| | | |
|---|--|---|
| <input type="checkbox"/> FLYING SOLO Full Price Single Ticket Price Per Person: \$350  | <input type="checkbox"/> DYNAMIC DUO Save \$20 per person 2-4 People Price Per Person: \$330  | <input type="checkbox"/> GANG OF FIVE Save \$50 per person 5 or more Price Per Person: \$300  |
|---|--|---|

STRICTLY NO SPLIT TICKETS PERMITTED

REGISTRATION: ATTENDEE ONE

| | | | |
|--|----------------------|-----|----------------------|
| Name | <input type="text"/> | | |
| Job Title | <input type="text"/> | | |
| Organisation | <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 needs etc) | <input type="text"/> | | |

ATTENDING: (please tick)

| | | |
|---|---------------|-------------------------|
| <input type="checkbox"/> Communities in Control Conference (Mon & Tues, May 25 & 26) | \$ | <input type="text"/> |
| <input type="checkbox"/> Skills Day (Sun, May 24 2015 \$26opp) | \$ | <input type="text"/> |
| Tick 2 sessions: <input type="checkbox"/> Workshop 1: Getting More Money from Business <input type="checkbox"/> Workshop 2: Crowdfunding for Beginners <input type="checkbox"/> Workshop 3: Getting Money from Gifts in Wills | TOTAL: | \$ <input type="text"/> |

Transfer TOTALS to Payment Page (p26)

Rather register online?

www.ourcommunity.com.au/cic2015

REGISTRATION

Communities in Control 2015

REGISTRATION: ATTENDEE TWO

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

ATTENDING: (please tick)

| | | |
|--|---------------|-------------------------|
| <input type="checkbox"/> Communities in Control Conference (Mon & Tues, May 25 & 26) | \$ | <input type="text"/> |
| <input type="checkbox"/> Skills Day (Sun, May 24 2015 \$260pp) | \$ | <input type="text"/> |
| Tick 2 sessions: <input type="checkbox"/> Workshop 1: Getting More Money from Business | | |
| <input type="checkbox"/> Workshop 2: Crowdfunding for Beginners <input type="checkbox"/> Workshop 3: Getting Money from Gifts in Wills | TOTAL: | \$ <input type="text"/> |

REGISTRATION: ATTENDEE THREE

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

ATTENDING: (please tick)

| | | |
|--|---------------|-------------------------|
| <input type="checkbox"/> Communities in Control Conference (Mon & Tues, May 25 & 26) | \$ | <input type="text"/> |
| <input type="checkbox"/> Skills Day (Sun, May 24 2015 \$260pp) | \$ | <input type="text"/> |
| Tick 2 sessions: <input type="checkbox"/> Workshop 1: Getting More Money from Business | | |
| <input type="checkbox"/> Workshop 2: Crowdfunding for Beginners <input type="checkbox"/> Workshop 3: Getting Money from Gifts in Wills | TOTAL: | \$ <input type="text"/> |

REGISTRATION

Communities in Control 2015

REGISTRATION: ATTENDEE FOUR

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

ATTENDING: (please tick)

| | | |
|--|---------------|-------------------------|
| <input type="checkbox"/> Communities in Control Conference (Mon & Tues, May 25 & 26) | \$ | <input type="text"/> |
| <input type="checkbox"/> Skills Day (Sun, May 24 2015 \$260pp) | \$ | <input type="text"/> |
| Tick 2 sessions: <input type="checkbox"/> Workshop 1: Getting More Money from Business | | |
| <input type="checkbox"/> Workshop 2: Crowdfunding for Beginners <input type="checkbox"/> Workshop 3: Getting Money from Gifts in Wills | TOTAL: | \$ <input type="text"/> |

REGISTRATION: ATTENDEE FIVE

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

ATTENDING: (please tick)

| | | |
|--|---------------|-------------------------|
| <input type="checkbox"/> Communities in Control Conference (Mon & Tues, May 25 & 26) | \$ | <input type="text"/> |
| <input type="checkbox"/> Skills Day (Sun, May 24 2015 \$260pp) | \$ | <input type="text"/> |
| Tick 2 sessions: <input type="checkbox"/> Workshop 1: Getting More Money from Business | | |
| <input type="checkbox"/> Workshop 2: Crowdfunding for Beginners <input type="checkbox"/> Workshop 3: Getting Money from Gifts in Wills | TOTAL: | \$ <input type="text"/> |

PAYMENT/TAX INVOICE

Communities in Control 2015

COST

| | | |
|----------------------|-----------|----------------------|
| Attendee 1 | \$ | <input type="text"/> |
| Attendee 2 | \$ | <input type="text"/> |
| Attendee 3 | \$ | <input type="text"/> |
| Attendee 4 | \$ | <input type="text"/> |
| Attendee 5 | \$ | <input type="text"/> |
| Additional attendees | \$ | <input type="text"/> |
| TOTAL | \$ | <input type="text"/> |

PAYMENT METHOD

- Cheque Enclosed
- Please send me an invoice
- I would like to pay by credit card – details below (note an online payment option is also available – www.ourcommunity.com.au/cic2015)
- 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

- Online: www.ourcommunity.com.au/cic2015
(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.

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

ABOUT US

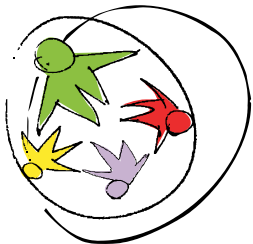
Conference Convenors

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.



ourcommunity.com.au

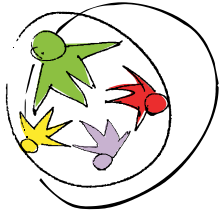
Where not-for-profits go for help

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.





ourcommunity.com.au

Where not-for-profits go for help

Certified



Corporation

We're proud to be a Certified B Corporation

B Corporations are a new kind of company which uses the power of business to solve social and environmental problems.

There are over 1,000 Certified B Corporations from over 60 industries in 34 countries with 1 unifying goal – to redefine success in business.

B Corps are important because they inspire all businesses to compete not only to be the best in the world, but to be the best for the world.

Certified B Corporations meet higher standards of social and environmental performance, transparency, and accountability.

It's like Fair Trade certification but for the whole business, not just a bag of coffee.

The performance standards are comprehensive and transparent. They measure a company's impact on all its stakeholders (e.g. workers, suppliers, community, and the environment).

Unlike traditional corporations, Certified B Corporations are legally required to consider the impact of their decisions not only on their shareholders, but also on their stakeholders (e.g., workers, suppliers, community, consumers, and the environment).

Our Alliance Partners:

