



AUSTRALIAN COMMUNITIES FORUM

Thursday 13th October 2016

8:30am-4:30pm

Customs House

31 Alfred Street, Sydney NSW

PROGRAM

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**AUSTRALIAN
COMMUNITIES**



PROGRAM

TIME	SPEAKER	TOPIC
9:00	SESSION 1 - INTRODUCTION	
9:20	 <p>Mark McCrindle Principal, McCrindle @MarkMcCrindle</p>	<p>Understanding Australian communities</p> <p>In this opening session, Mark McCrindle will give a snapshot of the key factors influencing Australian communities and some surprising findings from the just-completed Australian Communities Report. Annie Phillips, Team Leader of Analytics at McCrindle, will give an overview of the key insights that came from the national surveys and a statistical overview of giving and community engagement in Australia. Sophie Renton, Research Executive at McCrindle who managed the qualitative components of this national study, will reveal the attitudes, perceptions and priorities of Australians towards not-for-profit organisations. Finally, John Rose, principal at R2L and partners of the Australian Communities Research will discuss what this means for community organisations and how they can best respond to the findings and engage with the ever-changing supporter.</p>
	 <p>Annie Phillips Team Leader - Analytics, McCrindle @McCrindleRsrch</p>	
	 <p>Sophie Renton Research Executive - McCrindle @McCrindleRsrch</p>	
	 <p>John Rose Co-founder, R2L @ACForum16</p>	
10:30	MORNING TEA	
11:00	SESSION 2 - KEYNOTES	
11:05	 <p>Eliane Miles Research Director, McCrindle @ElianeMiles</p>	<p>Leading teams and managing change in transformative times</p> <p>The volunteer base of community organisations, like the workforce itself, is ageing and fast approaching the biggest intergenerational leadership transfer ever. Over the next decade, the proportion of Baby Boomers in the workforce will halve, while the number of Generation Y and Z workers will more than double. In this session Eliane will give an overview of each generation in the workforce and some analysis of their needs and expectations, as well as strategies to manage change, inspire innovation and create a collaborative and adaptive organisation.</p>
11:30	 <p>Josh Hawkins Founder, Hi Josh @hijosh</p>	<p>Social media and under 25s; Connecting, leading and engaging</p> <p>Josh is a social media expert, having received over 50 million views in the last year from his creative and engaging content. Additionally, he also works with the youth and young adults in his community and holds unique insights into how to connect with this generation of young people. In this session Josh will discuss how to create engaging social media campaigns and how to connect, lead and engage Generations Y and Z.</p>
11:50	 <p>Ivan Motley Founder, .id @dotid</p>	<p>Demographic trends, future forecasts and how communities can be transformed through data</p> <p>Ivan Motley is the founder of .id, the population people, specialists in demographics and experts in using data to inform decisions and shape the future. Ivan is passionate about communities and how analytics can shape the quality of their education, housing, health, environment and recreation. In this session, Ivan will share the key demographic trends shaping New South Wales and deliver a future forecast for Australia's largest state and share case studies to show how information and data can help transform communities.</p>

PROGRAM

12:30	LUNCH		
1:30	SESSION 3 - STREAMS (choose 1)		
STREAM 1 UNDERSTANDING AUSTRALIAN COMMUNITIES		Geoff Brailey <i>Research Executive, McCrindle</i> @GeoffBrailey	Understanding the next generation of volunteers and donors <p>A specific area of focus in the 2016 Australian Communities Report is analysis of volunteers and supporters aged under 30. In this session, Geoff Brailey, McCrindle Research Executive will share the findings as well as give practical insights on engaging young people in community organisations and developing the leadership capacity of the next generation of staff and volunteers.</p>
		Nic Bolto <i>Executive coach and consultant</i> @ACForum16	From information to application; Putting the insights to work <p>Nic Bolto is an executive coach and consultant, bringing expertise to the acquisition of goals that are important to organisations, to charities and to their donors. This session will draw from Nic's expertise in working with many clients and highlight the cost of not applying insights learnt, and ways in which research findings and business insights can be effectively applied and implemented.</p>
		James Ward <i>Director, NBRS Architecture</i> @NBRS_ARCHITECTS	How architecture can build social capital <p>James is a Director of NBRS Architecture, an architectural firm committed to innovation in the design of life changing environments. James will outline the case study of their 'Tiny Homes' project backed by the research paper BISI Affordable Habitats, as well as how understanding spaces and building communities can help to improve people's lives.</p>
STREAM 2 ENGAGING WITH AUSTRALIAN COMMUNITIES		Ashley McKenzie <i>Team Leader - Communications, McCrindle</i> @ashmckenziee	Communicating complex data in message saturated times <p>In an era of message-saturation, the challenge for organisations is to deliver quality content that will cut through the noise. In this session, Ashley McKenzie, who leads the communications strategy at McCrindle, will share tips and tactics on how communicate complex data and engaging messages to motivate and inspire audiences.</p>
		Bryce Davies <i>Officer, The Salvation Army</i> @ACForum16	Building community in areas of social challenge <p>As a Salvation Army officer for 22 years, Bryce will use his vast experience from working on the Bridge program focusing on Drug and Alcohol rehabilitation in both Adelaide and Brisbane, to heading up an inner city drop in space in Fortitude valley in Brisbane to share practical tips and advice on how to develop dynamic and functional communities in areas of social challenge.</p>
		Greg Low <i>Co-founder, R2L</i> @ACForum16	The 5 essentials to make your next marketing or fundraising campaign thrive <p>Greg is an expert at helping not for profit organisations with their communication – from fundraising through to brand strategy and visual communications. In this session, Greg will share how organisations can build successful fundraising, marketing and communications campaigns to build better relationships with their stakeholders and supporters.</p>
2:45	AFTERNOON TEA		

PROGRAM

3:15	SESSION 4		
3:15		Caitlin Barrett <i>Founding CEO, Love Mercy Foundation</i> @LoveMercyUganda	The Love Mercy Story Caitlin is the CEO of Love Mercy, a foundation created by dual Olympian Eloise Wellings, to empower communities in Northern Uganda to overcome poverty caused by the horrors of war. In this session Caitlin will tell the story of how Love Mercy was founded, the inspiring work they are doing in Northern Uganda and how so many local Australians have been motivated to support global needs.
3:45		Andy Gourley <i>Founder & CEO, Red Frogs</i> @AndyGourley	From idea to international; The inspiring Red Frogs story Andrew Gourley is the Founder and CEO of Red Frogs Australia which he started in 1997 after seeing the need to safe guard teenagers and young adults. Red Frogs is now the largest support network in Australia for schoolies, festivals and universities students. Currently the Schoolies program is located in 17 different locations around Australia and coordinates over 4000 volunteers to run. In this final session, Andy will share how an idea transformed into reality and has grown and developed to an international program run in countries such as Canada, UK, South Africa, New Zealand, and Poland.
4:30	CLOSE		

To access the Australian Community Trends Report, infographic and other resources please visit:

australiancommunities.com.au



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As one of Australia's best known research-based advisory firms, we work extensively across the not-for-profit sector and senior leaders to help them understand the external environment in which they operate. We assist organisations to gain visibility on the sentiment and perceptions of their supporters and community, and identify the emerging trends to assist them in future-proofing their communications and services.

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