AUSTRALIAN COMMUNITIES FORUM 2017

Friday 15th September 2017

8:30am - 4:30pm

Customs House

31 Alfred Street, Sydney NSW

PROGRAM

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AUSTRALIAN COMMUNITIES

TIME	SPEAKER	TOPIC
9:00	SESSION 1 - INTRODUCTION	
9:05	**Jess Miller** *Councillor*	**Opening**
9:30	**Eliane Miles** *Research Director, McCrindle* @ElianeMiles	**The Australian Community Trends Report** For the last three years McCrindle has run this national study looking at donor behaviours, and Australians perceptions of not-for-profits. In this session Eliane will deliver a snapshot of the 2017 findings and insights into the changes from previous years.
10:00	**Mark McCrindle** *Principal, McCrindle* @MarkMcCrindle	**Demographic change, social trends: A snapshot of Australia and communities now and towards 2030** In this session Mark will give an overview of the latest Census data, how the population trends will impact not-for-profits and the communities that they serve.
10:30	MORNING TEA	
11:00	SESSION 2 - KEYNOTES	
11:05	**Lalita Stables** *Head of Strategic Business, Google* @LalitaStables	**From Silicon Valley to the Australian community: Digital strategy essentials** In this session, Google Australia's Head of Strategic Business Lalita Stables will share insights from the tech-giant that can be applied in local communities.
11:30	**Justin Yoon** *Founder and Director, AlphaSys* @alphasysgroup	**Building Authentic Communities: Technology isn't always the answer** Justin is founder and director of AlphaSys, a leading Australian cloud technology provider. As a technologist and NFP strategist he will share his experience in helping numerous non-profits better engage with their constituent communities using the right technologies at the right time.
11:55	**Jonnie Farrell** *Founder, Adventure Squad* @JonnieFarrell	**How not-for-profits can think like a start-up and lead like an entrepreneur** Jonnie is the founder of start-up Adventure Squad, and was previously one of the first product designers at Airtasker. In his unique experience in working with start-ups and seeing them through massive growth, Jonnie is well positioned to advise on the key strengths of thinking like a start-up and leading teams and organisations like an entrepreneur.
12:30	LUNCH	

1:30	SESSION 3 - STREAMS (choose 1)	
STREAM 1 TECHNOLOGY INTEGRATION	**Richenda Vermeulen** *Founder and CEO, ntegrity* @RichendaG	**Four keys to achieving digital success** Richenda is the founder and CEO of ntegrity, a leading digital strategy agency. While most organisations create social media activity, highly successful organisations have built a digital marketing strategy. In this session, based on the ntegrity national study on the digital culture of Australian organisations, Richenda will share key findings and the four elements of creating digital success in this complex environment.
	Ben Littlejohn *Marketing and Communications Director, Act for Peace* @LittlejohnBen	**Promoting a start-up campaign using social and mainstream media** Ben is the Marketing and Communications Director at Act for Peace, a not-for-profit organisation working to achieve safety, justice and dignity in communities threatened by conflict and natural disaster. In this session Ben will share about the digital strategy behind Act for Peace's Ration Challenge, and how this campaign mobilised communities and helped to make a difference.
	Andrew Hill *Community Fundraising Director, The Salvation Army* @salvos	**Bringing tech-enabled giving to one of Australia's longest standing campaigns, The Red Shield Appeal** Andrew is the Community Fundraising Director at The Salvation Army. In his role he oversees fundraising programs like The Red Shield Appeal – which recently incorporated electronic giving into its appeal. In this session Andrew will give an overview of how The Salvation Army integrated tech-enabled giving to one of Australia's longest standing campaigns.
STREAM 2 COMMUNITY TRENDS	**Graham Catt** *CEO, Australian Veterinarians Association* @graham_catt	**Refocus your agenda on change and adaptation – a model for environmental scanning** How can we help our industries, members, boards, and associations to adapt to change? In this session Graham, will outline a straightforward model to help you create an environmental scanning program, embed scanning within your board agenda, engage your staff and directors in the process, and link insights to strategy.
	Tony Holland *CEO, The OzHelp Foundation* @CEO_OzHelp	**Strategies to engage with fragmented communities in diverse places** Tony is the CEO of OzHelp, a not-for-profit mental health and suicide prevention organisation. OzHelp is now rolling out its new web-based workplace tune-up program designed to reach people where they live and work, at times that suit them. In this session Tony will advise on how to find innovative, practical and cost effective ways to help hard-to-reach people including those in remote communities.
	Josh Crowther *Director of Strategic Services, Dunham+Company* @JoshuaCrowther	**Donor trends: Understanding and responding to changing giving behaviour** Josh is the director of strategic services at Dunham+Company, one of Australia's leading NFP fundraising and marketing agencies. In his role assisting charities in their communications strategy, he has worked with dozens of organisations across hundreds of campaigns and is well placed to give a snapshot of Australian donors, how they differ in behaviour from those of comparable countries and what best works to connect with them today.

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2:45	AFTERNOON TEA
3:15	SESSION 4

3:20	**Andy Meier**	**The power of video to tell a story** Andy is one of Australia's best videographers, having worked in many countries to record and compile compelling video stories. In this session he will share the key elements to communicate an engaging story.
3:50	**Sam Refshauge** *CEO and Executive Director, batyr* @SRefshauge	**Communicating and engaging with Generation Z** Sam is the CEO and an executive director at batyr, an organisation which exists to 'give a voice to the elephant in the room' that is mental health. From training young people to share their lived experience of mental ill health, to running dynamic programs in schools and universities, Sam is well equipped to advise organisations on how to effectively communicate and engage with the young people of our world – Generation Z.
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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At AlphaSys, we are passionate about making small to medium sized businesses better through quality cloud technology. We have successfully helped over 100 clients since 2004, delivering real results to increase the effectiveness of their communication, collaboration and productivity. We offer innovative solutions in the areas of digital strategy, web and application development, and IT infrastructure.