

COMMUNITIES in control

Conference and Capacity Building Program

MELBOURNE, 7 & 8 June 2004

Revolution in Community Why? How? NOW!

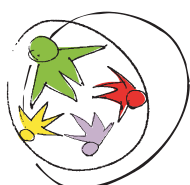
**Early Bird
Registration
Register before
30 March
and SAVE!**



*Department
for Victorian
Communities*



Australian Government
Department of Family &
Community Services



ourcommunity.com.au

The 2004 Communities in Control conference will tackle:

- **Why** a revolution is essential
- **How** to transform communities
- The reasons it has to be **NOW**

Our exciting list of keynote speakers for 2004 includes:

Our Two International Keynote Pratt Fellows

1. **David Henshaw**, CEO, City of Liverpool, United Kingdom
2. **Shelley Martin**, Executive Director, University of California Berkeley's Centre for Community Wellness

- **Phillip Adams AO**, Broadcaster and Social Commentator Extraordinaire
- **The Hon Larry Anthony MP**, Minister for Children and Youth Affairs
- **The Hon Peter Costello MP**, Treasurer of the Commonwealth of Australia
- **Richard Eckersley**, Fellow, National Centre for Epidemiology and Population Health, Australian National University. Best selling author, latest book: "Well and Good: How We Feel and Why it Matters"
- **Hugh Evans**, Founder, Oaktree Foundation, 2004 Young Australian of the Year
- **Allan Fels AO**, Professor, Foundation Dean, Australia and New Zealand School of Government
- **Dr Clive Hamilton**, Executive Director of the leading think tank, the Australia Institute, Australian National University. He has invented the Genuine Progress Indicator, a rigorous alternative to GDP as a measure of national progress and is author of the best selling book "Growth Fetish"
- **The Hon Joan Kirner AM**, Former Premier of Victoria
- **Sam Lipski AM**, CEO, Pratt Foundation
- **Dr Simon Longstaff**, Executive Director, St James Ethics Centre
- **Peter Kenyon**, Founding Director, Bank of Ideas and transferor par excellence of the best ideas for communities
- **Hugh Mackay**, Australia's foremost social research commentator and author.
- **Jude Munro**, CEO, City of Brisbane
- **Christine Nixon**, Chief Commissioner, Victoria Police. Christine has made a very public commitment to stronger communities by emphasising her support for marginalised communities and taking a leadership role in civic engagement
- **Senator The Hon Kay Patterson**, Commonwealth Minister for Family and Community Services
- **The Hon John Thwaites MP**, Deputy Premier of Victoria and Minister for Victorian Communities

Convenors:

**Fr. Joe Caddy, Chair, Catholic Welfare Australia and,
Rhonda Galbally AO, Founding CEO, Our Community**

Focus on innovation, values and courage in Australian communities

- Promoting innovation and creativity in developing vision and practical delivery solutions.
- Identifying the indicators for building greater community groups and communities.
- Maximising local government's pivotal role in the development of strong communities.
- Highlighting why values always matter
- Ensuring that community groups gain the recognition they deserve and need.
- Supporting the courage of those demonstrating true pioneering leadership, not just management
- Treating community groups as the most important social assets in the society – at national, state and local level.
- Demonstrating how Government and business can support communities to become stronger and in control, without taking control.
- Developing the strategies Empowerment for communities to gain effective control
- Outlining the next steps to putting into practice the Community Manifesto and the Ten Challenges.

Who should attend the Conference?

- Local government, rural and regional structures
- Program managers, community health and development officers, managers and CEOs
- Community resource organisations and media
- Community and neighbourhood houses
- Community legal centres
- Community health centres
- Community broadcasting stations
- Community suburban and regional associations
- Adult learning centres
- Playgroups, children's groups and services
- Schools and school councils
- Ethnic and multicultural groups
- Indigenous networks, communities and organisations
- Charities and community service organisations
- Public administrators seeking ways of enhancing community control
- Sports groups at local regional, state and national levels
- Arts and cultural groups
- Environmental groups and networks
- Consumer and self-help groups - people with disabilities, older people, young people, women etc
- Public health, community and primary health and health promotion
- Academic – such as community development, social work, non-profit studies, community psychology, public health, health promotion
- Philanthropic trusts and foundations
- Corporates engaging with communities

World Leaders in Developing Great Communities - Introducing Our 2004 Pratt Community Fellows

Global Leaderships tells us that communities in control are at the heart of social capital. This year the two world leaders in developing great communities are **David Henshaw** and **Shelley Martin**.

We acknowledge the wonderful support of the Pratt Foundation in being able to announce the 2004 Pratt Community Fellows.

Pratt Community Fellow: David Henshaw, City of Liverpool, United Kingdom

David Henshaw is the CEO of the City of Liverpool – a City now committed to community control. After taking over the running of Liverpool in 1999 David took three years to transform the city from the bottom of the performance indicator league table to the top. In the process, Liverpool was rewarded with the title of European Capital of Culture and David Henshaw was voted one of the top 100 UK Citizens (Guardian) - in the category of innovator.

"David Henshaw is the most innovative, dynamic and community-committed CEO of an international city"
– Jude Munro, CEO of Brisbane City Council

David will demonstrate:

- How he changed Liverpool from a city that summed up all that was wrong with local government - poor services, bad relationships with community groups, and the highest Council Tax in the country – to an international benchmark.
- How community ownership and control over Liverpool's city-wide local neighbourhood renewal strategy and the allocation of funds and evaluation works in practice.
- How strategies for local ownership and the transfer of learning about what worked and didn't were developed.
- How Liverpool Direct - a highly trained, locally-based 24-hour a day call centre - was established – so local residents had immediate human response to resolve any problems and questions about the City. The local solution was so successful it has now been sold to other Cities in Britain.
- How Liverpool's CitySafe Partnership works and how it led to a fall in the total amount of crime (burglary, car theft, violent crime) in the City.
- How the City established tough performance indicators for health and social care – tackling the fact that being born in Liverpool meant residents had a lower than average life expectancy (four years less)
- How the message on the importance of personal contact was emphasised within the City's own workplaces by banning staff from using email to communicate with each other for one day a week.
- How an energetic whole-of-city approach won Liverpool the title of European Capital of Culture.
- How Liverpool's welfare rights service works and how rights are advocated in the City.

Pratt Community Fellow: Shelley Martin, Executive Director of the University of California Berkeley's Centre for Community Wellness.

Shelley is the amazing and innovative Executive Director of the University of California Berkeley's Centre for Community Wellness. Shelley Martin puts into practice the work of Professor Emeritus Len Syme, School of Public Health, University of California, Berkeley and Professor Lisa Berkman, Head of Public Policy - Department of Health, Social Behaviour and Epidemiology, Harvard University (last year's Pratt Fellows). The Centre for Community Wellness applies Len and Lisa's work for practical on-the-ground outcomes, tangibly improving health and wellbeing.

Shelley will demonstrate:

- How the programs of the Centre for Community Wellness tangibly reduce health disparities and create empowered, hopeful communities (using research-driven health promotion based on communities in control)
- How the Centre's resources and programs have reached over ten million in the US and overseas
- How the Centre has developed mutually beneficial partnerships with communities, business, philanthropic foundations and governments
- How the Centre works in programs with diverse and disadvantaged local urban and regional communities - such as with women, infants, and children programs, disability, schools, youth networks, migrant groups.
- How the communities in control approach is achieving such dramatically positive evaluated impacts on the health and wellbeing of communities.
- What is meant by the new approach to research called empowerment research and how and when to apply it
- How the Syme and Berkman's social epidemiological evaluation models apply to national and statewide datasets as well as community based measurements
- How the evaluation data can then be used to support community based approaches

PROGRAM

Monday 7 June 2004

8.30 - 9.00 > Morning Coffee & Tea

9.00 - 9.10 Welcome and Opening

9.10 - 9.30 > Revolution: Why, How, NOW: The 10 Community Manifesto Challenges

Sam Lipski AO, CEO Pratt Foundation

9.30 - 11.15 > Government : Impeding or Enhancing Revolution? Giving or Taking Community Control?

Doing Government Better!

The Hon John Thwaites MP, Deputy Premier of Victoria, Minister for Victorian Communities

Government: Impeder or Enhancer of Communities in Control?

Dr Clive Hamilton, Executive Director, Australia Institute - Australian National University

11.15 - 11.45 > Morning Coffee & Tea

11.45 - 1.15 > A Revolutionary Role for Local Government

From Beatle Mania to Community Mania. An Example of a Revolutionary Local Government

David Henshaw, CEO, City of Liverpool, United Kingdom

The Brisbane City Council Innovations: Have they Made a Difference?

Jude Munro, CEO, City of Brisbane

1.15 - 2.00 > Lunch

2.00 - 3.00 > Leading the Revolt

What will drive the redevelopment of our communities?

Dr Hugh Mackay, Australia's foremost social research commentator and author.

3.00 - 3.30 > Afternoon Tea

3.30 - 5.00 > Taking Money from the Devil

Hypothetical: Sin Money - the Good, the Bad and the Ugly?

Facilitator: Dr Simon Longstaff, Executive Director, St James Ethics Centre

Panel Members:

Dr Mike Daube, Director General, Department of Health, Western Australia

Hugh Evans, 2004 Young Australian of the Year; Founder Oaktree Foundation

Professor Allan Fels AO, Foundation Dean, Australia and New Zealand School of Government

Anne Horrigan-Dixon, Coordinator, Fitzroy Learning Network

The Hon Joan Kirner AM, Former Premier of Victoria

Cath Smith, CEO, Victorian Council of Social Service

5.30 > Drinks

PROGRAM

Tuesday 8 June 2004

8.30 - 9.00 > Morning Coffee & Tea

9.00 - 10.20 > A Vision for the Future

Challenges for Community, Government and Business

The Hon Peter Costello MP, Treasurer of the Commonwealth of Australia

Why Business Matters: The Top Ingredients of Real Community Business Partnerships

Mike Pratt, Group Executive, Business & Consumer Banking, Westpac Bank

10.20 - 10.50 > Morning Coffee & Tea

10.50 - 11.05 > Community Capacity Building: Launching the Workshops

The Hon Larry Anthony MP, Minister for Children and Youth Affairs

(Commonwealth Department of Family & Community Services)

**11.05 - 12.30 > Capacity Building Workshops:
The Community Manifesto - Challenges to Reality**

Workshop 1 Evaluation: How do we know when it works? Indicators and New Approaches to Evaluation

Yolande Wadsworth, (Facilitator), Institute for Social Research, Swinburne University of Technology

Jacques Broulet, Borderlands Cooperative Inc, (Free University)

Workshop 2 Participation: How to expand and diversify participation, ensuring equity of access and including the entire community

Fiona Smith (Facilitator) Chair, Victorian Equal Opportunity Commission

Margaret Bell AM, President, Chain Reaction Foundation

Kaye Mundine, Indigenous Leader, South Sydney Council

Maureen O'Keefe, Grants Coordinator, Australian Migrant Education Service

Workshop 3 Governance: How to make boards and committees of management dynamic as well as safe, creative, productive and prepared for succession

Kathy Letch (Facilitator), Manager, 3RRR

Dr Gabrielle Berman, Research Officer, Education and Training Parliamentary Committee

Tim Budge, CEO, South Kingsville Health Services

Frank Page, Secretary, Daylesford Neighbourhood House & Learning Centre

Workshop 4 Leadership: How to encourage and expand leadership. Are leaders made or born? How can leadership potential be identified and nurtured in communities?

Fr Peter Norden (Facilitator), Policy Director, Jesuit Social Services

Kenny Bedford, Chair, Erub Community Council

Danielle Blanden, Principal Consultant, Rogen International (& Genetic Support Network)

Marcus Godinho, Executive Director, Environment Victoria

Workshop 5 Marketing: Best practice in marketing and media. When, what and how to market and use the media

Aileen Berry (Facilitator), Senior Executive, News Limited

Brett de Hoedt, Community Sector Media Adviser & Mayor, Hootville Communications

Simon Pristel, Deputy Editor, Sunday Herald Sun

Bob Yeates, President, Country Press Association

PROGRAM

Tuesday 8 June 2004 continued...

11.05 - 12.30 > Capacity Building Workshops: The Community Manifesto - Challenges to Reality

Workshop 6 Funding: Finding funds from grants, donations, events, sponsorships and community business partnerships

Peter Kenyon (Facilitator), Director, Bank of Ideas

John Allen, Fundraising and Development Manager, Trust for Nature (Victoria)

Petrina Dorrington, Executive Director, Kids Under Cover

Workshop 7 Technology: Defining the future with Technology. When, why and how to use technology

Chris Denmead (Facilitator), Executive Officer, Geelong Adult Education and Training

Andrew Mahar, Executive Director, Infoexchange Australia

Frank McGuire, Chair, Hume Safe City and Social Justice Taskforce (and Hume Global Learning Centre)

Helen Robinson, Knowledge Manager, Community Information Strategies Australia Inc

Workshop 8 Government: Collaboration with federal, state and local government. How to survive and flourish in partnership with government

Simon Rosenberg (Facilitator), Community Development and Support Cluster, Department of Family and Community Services

Maria Bohan, Executive Director, Carers Victoria

Susan Boucher, Executive Officer, Australian Principals Associations Professional Development Council Inc

Debbie Coyle, Manager, Wimmera Volunteers

Workshop 9 Business: Community & Business Partnerships: The flirtation, the courtship and the consummation of partnerships between community groups and business.

Glennys Purcell (Facilitator), Director, Prime Minister's Community Business Partnership Secretariat

Mark Bagshaw, International Marketing Manager, IBM Australia Limited

Erin Bourne, Manager, Community Affairs and Sponsorship, Alcoa World Alumina Australia

Janine Kirk, Executive Director, Committee for Melbourne

Workshop 10 Democracy and Advocacy: Campaigning for Issues, Rights and Futures

Andrew McCallum (Facilitator), President, Australian Council of Social Service

Jamie Gardiner, Vice President, Liberty Victoria and Board Member, Equal Opportunity Commission

Jacqui Katona, Advocacy Leader, Jabiluka Uranium Mine

Tom Moore, Campaign Coordinator, Safe Transport Action Group (STAG)

Barbara Romeril, Executive Director, Community Child Care Association

12.30 - 1.15 > Lunch

1.15 - 3.00 > A Revolution of Wellbeing

The New Agenda: the Health and Wellbeing Achievements when Communities Decide

Shelley Martin, Executive Director, University of California Berkeley's Centre for Community Wellness

Recognising Why Values Matter: Individualism versus Community

Richard Eckersley, Fellow, National Centre for Epidemiology and Population Health, Australian National University.

3.00 - 3.30 > Afternoon Tea

3.30 - 5.00 > Revolutionising the Culture

Creating a New Culture for Civil Society

Christine Nixon, Chief Commissioner, Victoria Police

Why We Need a Revolution Now

Phillip Adams AO, Broadcaster and Social Commentator Extraordinaire

REGISTRATION

☐ **Yes, please register me for the Communities in Control conference on 7 and 8 June 2004**

NAME (MR, MS etc) _____

JOB TITLE _____

ORGANISATION _____

ADDRESS _____

TELEPHONE (____) _____ FAX (____) _____

EMAIL _____

WORKSHOP PREFERENCE (please tick **one** box only)

☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 ☐9 ☐10

☐ **Please also sign up this person from my organisation**

NAME (MR, MS etc) _____

JOB TITLE _____

ORGANISATION _____

ADDRESS _____

TELEPHONE (____) _____ FAX (____) _____

EMAIL _____

WORKSHOP PREFERENCE (please tick **one** box only)

☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 ☐9 ☐10

Payment Method

☐ Yes, I am eligible for the Early Bird Discount and have enclosed payment (Before March 30 2004 - Pay \$185 each)

Sign me up for: (Enter number of people attending in box)

x Registrations at \$215 each (\$185 each - Early Bird Discount)

= TOTAL COST (price includes GST)

Option 1: Fax order form with credit card details (03) 9326 6859

Option 2: Send your credit card details or cheque/money order payable to: Our Community Pty Ltd,
PO Box 354, North Melbourne VIC 3051

Credit Card Details: ☐ Visa ☐ Mastercard ☐ Bankcard

Card No.

Expiry Date: / Date: /

Card Holders Signature:

 **Preferred Community Card for Australia**

How Much?

EARLY BIRD DISCOUNT - Order before 30 March 2004 and pay only \$185!

We have kept the price low to ensure that representatives from community organisations are able to attend. The cost includes lunch and refreshments on both days, and drinks at the end of Day One.

JUST \$215 FOR TWO DAYS (after 30 March 04)

When and Where?

7 & 8 June 2004

Moonee Valley Racing Club
Members gate 1, McPherson Street,
Moonee Ponds, Victoria
Melway Ref - 29 A7

Suggestions on where to stay

Reduced rates at the following places for conference attendees: (subject to change without notice)

In vicinity of conference venue:

Alexander Motor Inn *** 1/2
980 Mt Alexander Road, Essendon 3040

Single \$115, **Double** \$120

Tram Ride or 15 Minute Walk

Telephone (03) 9474 1255

Freecall 1800 033 144 **Fax** (03) 9379 8784

Email alexandermotorinn@bigpond.com.au

Comfort Inn Essendon ****

93-94 Bulla Road North Essendon 3040

Single \$99, **Double** \$110

Taxi-4 km Taxi Ride, 30 Minute Walk

Telephone (03) 9374 2433 **Fax** (03) 9374 1516

Email moteesse@fc-hotels.com.au

Moonee Valley Views Apartments *** 1/2

81-85 Wilson Street Moonee Ponds 3039

Single \$120, **Double** \$130, **Triple** \$145

Walking Distance to Moonee Valley Racing Club

Telephone (03) 9373 3777 **Fax** (03) 9373 3715

Email info@mvv.com.au

In CBD of Melbourne:

Medina Executive Flinders Street **** 1/2

88 Flinders St Melbourne 3000

Single \$175, **Double** (Two Bathrooms) \$245

Telephone (03) 8663 0000 **Fax** (03) 8663 0199

Email mess@medinaapartments.com.au

Hotel Y Melbourne ***

489 Elizabeth St, Melbourne

Single \$100 **Double** \$120 **Triple** \$136

Telephone (03) 9329 5188 **Fax** (03) 9329 4612

Tollfree 1800 468 359

Email stay@hotely.com.au

Hotel BakPak

167 Franklin Street Melbourne 3000

Single Shared \$32, **Single Private** \$50

Telephone (03) 9329 4012 **Fax** (03) 9326 9739

Email melbournediscovery@bakpakgroup.com

email service@ourcommunity.com.au **phone:** 03 9320 6800 **fax** 03 9326 6859 **ABN** 24 094 608 705

Please Note: All details subject to change without notice