

# THE FUTURE OF COMMUNITIES

## Power to the People Conference

Innovative ways to create vibrant  
communities led by active,  
caring and engaged citizens

**AUGUST 26-27, 2015**

Mantra Bell City, 215 Bell Street,  
Preston (Melbourne).

Australia's only  
national community  
engagement  
conference

- A Conference to discuss communities transitioning 'beyond engagement, beyond dependency'
- A tsunami of change is coming: the vision of 'independent, self-governing communities' may be closer than we think
- Global trend towards community empowerment with a new emphasis on localism
- Great communities don't just happen: they are created, nurtured and sustained by caring and involved residents
- Devolved community planning, community governance, building social capital, improving community well-being and providing public value is the future of local government
- Fewer dollars for local government means a greater focus on what's important to communities
- Gala Dinner with guest speaker Tom O'Toole (Beechworth Bakery)
- Nine great learning workshops to choose from
- Great speakers and Q&A Panels

This celebrated annual national event continues to focus on the fact that we are living in times of unprecedented change and complexity and that Governments are becoming increasingly aware they often do not have the answers to the major challenges confronting society. What does all this mean? Local communities will need to find solutions from within. Building community health, resilience, connectedness and inclusion will increasingly be the focus of local government. Local communities will need to relocalise, build from the 'inside out' and take responsibility for their own future.



Jointly convened by the  
Municipal Association of Victoria (MAV)  
and the Bank of IDEAS Program.

If you're looking for community  
development ideas and better ways  
of doing things, you've come to the  
right place!



# THE FUTURE OF COMMUNITIES

## Power to the People Conference

### WEDNESDAY, 26 AUGUST, 2015



**FROM 8.00AM** **REGISTRATION, CAFÉ CONVERSATIONS OVER LIGHT BREAKFAST: INTRODUCTIONS AND EXPECTATIONS**

**9.00AM** **WELCOME: BILL MCARTHUR – MAV PRESIDENT  
PETER KENYON – DIRECTOR, BANK OF I.D.E.A.S.**

**9.15AM** **KEYNOTE PRESENTATION: CORMAC RUSSELL – DIRECTOR, ABCD EUROPE – ‘OUR COMMUNITY ASSETS DETERMINE OUR HEALTH’**  
Cormac is Managing Director of Nurture Development and a faculty member of the Asset Based Community Development (ABCD) Institute at Northwestern University, Chicago. He has trained communities, agencies, NGOs and governments in ABCD and other strengths based approaches in Kenya, Southern Sudan, South Africa, the UK, Ireland, Canada and Australia. In January 2011, Cormac was appointed to the Expert Reference Group on Community Organising and Communities First, by Nick Hurd MP, Minister for Civil Society in the UK. Cormac has also led all national sporting organisations in Canada, in conjunction with the Canadian Council for Ethics in Sport, to adopt a shared vision as to how sport can become an asset for community building. Cormac is passionate about asset mapping and its capacity to build communities. He will also demonstrate further roles for Community Health Champions in shaping the future of communities and increasing the voice of local people.

**10.00AM** **Q & A PANEL: “SAVING SMALL TOWNS FROM FADING AWAY”**

#### **01 JAN SMITH, GIRGARRE, VICTORIA**

At the age of 20, a young Jan Smith left Echuca to work as a teacher in Girgarre, a small town in central Victoria. She didn't know it, but Girgarre was a vibrant little town until the cheese factory closed down and Girgarre went into serious, unimaginable decline. Horrified with the change, Jan and a team of creative problem solvers stepped in.

#### **02 MAX KAU, TALBOT ACTION, VICTORIA**

Max had a long career in social work and youth development, before retiring to the Victorian small town of Talbot. Utilising his relationship building skills, Max has provided leadership to the initiatives of Talbot Action - an umbrella group of nine organisations committed to the revitalisation and development of Talbot.

#### **03 GREG HADLOW, KULIN SHIRE, WESTERN AUSTRALIA**

The WA Wheatbelt community of Kulin has experienced an exciting twenty year history of reinvention that has seen population increase, town pride grow and the introduction and development of some very exciting off-farm enterprises and tourism initiatives. Kulin is certainly one of the most exciting small town revitalisation stories in rural Australia. Critical to the local leadership team has been the CEO of the local Shire, Greg Hadlow.

#### **04 GRAHAM ‘PICKLES’ HARRIS, KOOKA’S COUNTRY COOKIES, DONALD, VICTORIA**

Graham ‘Pickles’ Harris – Pickles is a long term champion and cheer squad leader for the small Victorian town of Donald. Through his local leadership and personal example, Donald has a reputation for local economic initiatives including factory incubation, local superannuation schemes, buy local loyalty campaigns and the creation of the famous Kooka’s Country Cookies.

#### **05 KATIE BOWEN, WAIROA DISTRICT, NEW ZEALAND**

Katie hails from small town New Zealand. She is actively involved with a range of small communities in the Wairoa District, East Coast of New Zealand through the work of Vision Projects Ltd.

**11.00AM** **REFRESHMENTS AND NETWORKING**

**11.30AM** **SKILLS WORKSHOP 1 (SEE BELOW FOR OPTIONS)**

**12.45PM** **LUNCH**

**1.30PM** **KEYNOTE PRESENTATION: ANDREW LEIGH, FEDERAL OPPOSITION SPOKESPERSON ON TREASURY MATTERS AND AUTHOR OF ‘DISCONNECTED - THE NEED TO BUILD SOCIAL CAPITAL’**

Andrew Leigh is the Shadow Assistant Treasurer and Federal Member for Fraser in the ACT. Prior to being elected in 2010, Andrew was a professor of economics at the Australian National University. In 2011, he received the ‘Young Economist Award’, a prize given every two years by the Economics Society of Australia to the best Australian economist under 40. His books include Disconnected (2010), Battlers and Billionaires (2013) and The Economics of Just About Everything (2014). When Leigh went to Harvard in 2000 on a scholarship to complete a Masters degree and then a PhD, he studied under the social scientist Robert Putnam, who had recently published the modern classic Bowling Alone. Bowling Alone was a lament for lost community life in America, where the bonds of sports teams, service clubs, religious congregations and unions had broken down. Andrew Leigh’s third book, Disconnected, is, essentially, an Australian version of Bowling Alone, in which Leigh argues: “Over time, some of us seem to have replaced friends with [the TV show] Friends and neighbours with Neighbours.”



2.15PM

## Q & A PANEL: "PLACE-MAKING: RECLAIMING THE STREET"

### 01 SHANI GRAHAM, ECOBURBIA: TAKE A STREET AND BUILD A COMMUNITY, WESTERN AUSTRALIA

How well do you know your neighbours? Suburban life is often isolating and rarely a true community experience. Shani Graham helped lead a sustainable-living revolution that ultimately resulted in strong neighbourly relationships, fences being pulled down and the establishment of a street festival.

### 03 LUCINDA HARTLEY, CO-DESIGN, VICTORIA

Lucinda Hartley is a landscape architect and urban designer who has spent the better part of a decade working to better connect people with places. She is the co-founder of CoDesign Studio, a place-making consultancy committed to reinventing Australian neighbourhoods through tactical and community-led projects. Over the past three years CoDesign has completed more than 40 urban renewal projects across Australia. Lucinda is the co-author of the Tactical Urbanism Guide to Australia and New Zealand, and the Rapid Urban Revitalisation Toolkit. Internationally, Lucinda is an elected representative to the UN-Habitat Youth Advisory Board and a Fellow of the Collaborative for Inclusive Urbanism. Lucinda is also a Finalist for the 2015 Australian Social Enterprise Awards.

### 02 GILBERT ROCHECOUSTE, VILLAGE WELL, VICTORIA

Gilbert is recognised both nationally and internationally as a leading voice in place-making. He is a sought-after speaker and motivator, known for his innovative thinking, dynamic engagement processes and inspirational approach to community activation. His catalyst ideas have regenerated iconic places and enlivened many urban and rural communities. Gilbert has worked with hundreds of mainstreets, developers and businesses over the last 20 years to create more vibrant, connected and resilient communities.

### 04 LACHY RITCHIE, SPROUT VENTURES, WESTERN AUSTRALIA

Lachy Ritchie is involved with some exceptional teams across a number of initiatives that are focused on growing social capital in Australian communities, and harnessing business as a tool for good. Sprout Ventures is a collective that houses a number of social businesses and initiatives including:

- Halfglassfull - A Social Innovation Team dedicated to working with Partners and Communities to invent and launch projects that matter.
- SproutHub - A model reshaping the way community social infrastructure is delivered in Greenfield housing developments.
- Dismantle - A social enterprise that uses the humble bicycle as a tool for reengaging at-risk youth with employment and education pathways.

Lachy was a Finalist for the 2015 Australian Social Enterprise Awards.

3.15PM REFRESHMENTS AND NETWORKING

3.45PM SKILLS WORKSHOP 2 (SEE BELOW FOR OPTIONS)

5.00PM CLOSE

6.30PM CONFERENCE GALA DINNER: PECHAKUCHA NIGHT: AN EVENING OF INFORMAL NETWORKING, FUN AND CREATIVE IDEAS

- 4 PRESENTATIONS OF EXCITING COMMUNITY DEVELOPMENT INITIATIVES
- GUEST SPEAKER: TOM O'TOOLE, FOUNDER OF THE BEECHWORTH BAKERY.

If you're looking for someone to raise the roof and inspire your team to strive for excellence, you've come to the right place. Tom O'Toole is by far, and without a doubt, Australia's most entertaining, motivating, unorthodox speaker (and business owner!) who has been referred to as 'John Cleese on speed'! The Beechworth Bakery started in 1984 from a failing little bakery in an isolated and dying country town with a population of 3,000, and grew into a company with an annual turnover in excess of \$12 million, serving over 900,000 customers per year. Now recognised as Australia's greatest bakery, the Beechworth Bakery has become one of the highest earning single bakery retailers in Australian history.

# THURSDAY, 27 AUGUST, 2015

FROM 8.00AM CAFÉ CONVERSATIONS AND LIGHT BREAKFAST: OPEN SPACE AROUND YOUR WICKED QUESTIONS (YOU ARE INVITED TO JOIN A CONVERSATION YOU ARE PASSIONATE ABOUT)

9.00AM WELCOME AND REFLECTIONS ON DAY 1

9.15AM KEYNOTE PRESENTATION: SHANI GRAHAM, ECOBURBIA – 'REVITALISING COMMUNITIES, STREET BY STREET'.  
See profile above.

9.45AM Q & A PANEL: "INTEGRATING COMMUNITY INPUT INTO COUNCIL PLANNING"

### 01 EDITH FARRELL, GROUP MANAGER COMMUNITY AND CULTURE, GLENELG COUNCIL, VICTORIA

Edith led the development and implementation of a continuous improvement framework at Manningham City Council and developed Manningham's twenty year community plan through the most significant community engagement process ever undertaken at Manningham. Edith is also winner of the VLGA John Jago award for local government governance and leadership practices for improved public participation and decision making (2012) and an IAP2 trained and active member.

### 02 LENNY JENNER, CEO, QUEENSLIFFE COUNCIL, VICTORIA

Lenny Jenner was appointed to the position of Chief Executive Officer in October 2008. As Chief Executive Officer, Lenny has overall responsibility for ensuring that Council is fully informed on issues and oversees the structures and processes adopted by Council. Previously Lenny was also a driving force in the development of the community planning program at Golden Plains Council.

Q & A PANEL: "INTEGRATING COMMUNITY INPUT INTO COUNCIL PLANNING" CONTINUED OVER PAGE

### 03 AMY JONES, NEIGHBOURHOOD PLANNING CO-ORDINATOR, GREATER SHEPPARTON COUNCIL, VICTORIA

Community Planning at Greater Shepparton City Council is underpinned by asset based community development where it is believed that people in communities have the desire and knowledge to contribute to the decisions that affect them. With this in mind, Amy continues to work in partnership with small towns to develop and implement their Community Plans and is now working towards developing Neighbourhood Plans in Shepparton and Locality Plans for regional areas. The program was nominated for the 2014 LGPro Community Planners Network Award.

### 04 ROS THOMAS, ECONOMIC DEVELOPMENT OFFICER, WAIROA DISTRICT COUNCIL, NEW ZEALAND

Partner in Vision Projects Ltd, Ros has been involved in a range of initiatives with the Wairoa District Council in New Zealand aimed at maximising community input into council decision making. Most recently, she was involved in coordinating "Kohia nga whakaaro....gathering your thoughts", an exercise mobilising community ideas about the District's identity.

10.45AM MORNING TEA

11.05AM **SKILLS WORKSHOP 3 (SEE BELOW FOR WORKSHOP OPTIONS AND SCHEDULE)**

12.20PM LUNCH AND NETWORKING

1.00PM **KEYNOTE PRESENTATION: ROB HUNT, FORMER MANAGING DIRECTOR, BENDIGO BANK AND CREATOR OF THE COMMUNITY BANKING MOVEMENT – "THE COMMUNITY BANKING REVOLUTION – WHY IT WORKED?"**

Bendigo Bank's Managing Director Rob Hunt revolutionised the banking industry with his community banking concept. Two-hundred and eleven Community Bank branches bear witness to his brilliant concept. Rob is the architect of the Community Bank model and has been instrumental in the development of a range of Community Enterprise and Engagement models now used by communities across Australia to provide key infrastructure and essential services through local commercial structures. These Community Enterprises provide communities with a framework and the cash flow, capacity and flexibility to address new economic opportunities and to enhance their own Community Balance Sheets.

1.40PM **Q & A PANEL: "SOCIAL ENTERPRISE – NEW WAY FORWARD FOR COMMUNITY"**

#### 01 MARK DANIELS, SOCIAL TRADERS, VICTORIA

Mark has wide ranging experience in social enterprise across program, advocacy, policy and project development. Prior to joining Social Traders in 2008, he was Social Enterprise Manager for the Brotherhood of St Laurence, managing a number of social enterprises aimed at assisting people into mainstream employment as well as providing expertise to other agencies looking to establish social enterprises. Mark has also developed policy and community development activities for public housing estates in inner city Melbourne. Mark is highly sought after as a keynote speaker on a range of social enterprise topics. Mark is a Director on the Board of Yarra Community Housing. He has Bachelor of Arts from Monash University, a Graduate Diploma in Education and a Graduate Diploma in Urban Policy and Planning from RMIT.

#### 02 PETER TREGILGAS, SOCIAL ENTREPRENEUR, VICTORIA

Peter has wide-ranging experience in creative innovation including, regional development, arts management, festival coordination, capital projects and social enterprise. Former Executive Officer, Regional Development Australia Mid North Coast (NSW) and Director of the Adelaide Festival Fringe (the formative years 1980-84), festival consultant to the Victorian Tourism Commission (including working directly with South Australia's icon Don Dunstan). In addition, Peter was the inaugural Director of Tandanya - National Aboriginal Cultural Institute and Executive Director, Arts Access SA (Arts & Disability). Peter has extensive skills in business planning and the development of social enterprise for the "Not for Loss" sector including co-authoring definitive publications Social Enterprise in Australia and Cooperatives in Australia. An indefatigable champion for cultural and social enterprise market based ventures with social aims, he is a specialist in start up cultural and Not for Profit ventures.

#### 03 RUSSELL DEAL, ST LUKE'S INNOVATIVE RESOURCES, BENDIGO, VICTORIA

Russell Deal describes himself as a publisher of metaphors. For over 20 years, his creative team at St Luke's Innovative Resources in Bendigo has produced an ever-widening array of conversation-building tools. One way of conceptualizing community is to consider all the conversations that go into building its identity and culture. What are the most important conversations to be had in order to build healthy, cooperating and collaborating communities? Some of the most important conversations can be the micro-conversations that can be easily overlooked but in fact provide an important gauge as to any community's inclusiveness. In this interactive workshop, a number of St Luke's hands-on 'tools' will be used in small group discussions to demonstrate the power of simple visual metaphors to talk about what's most important in our hopes and dreams of community. Visual metaphors can provide a powerful way of identifying, mobilizing and celebrating the strengths of any community. Russell was a Finalist for the 2015 Australian Social Enterprise Awards.

#### 04 LACHY RITCHIE, SPROUT VENTURES, WESTERN AUSTRALIA

See Profile under Q & A Panel: "Place-making: Reclaiming the Street"

2.40PM **SKILL WORKSHOP 4 (SEE OVERLEAF FOR WORKSHOP OPTIONS AND SCHEDULE) AFTERNOON REFRESHMENTS AVAILABLE DURING WORKSHOPS**

3.55PM **CONFERENCE CLOSING - FINAL OBSERVATIONS BY CORMAC RUSSELL**

4.05PM **CONFERENCE CLOSE**



# SKILLS WORKSHOPS:

(SCHEDULE WILL BE AVAILABLE AT REGISTRATION ON DAY ONE OF THE CONFERENCE)

## 01 ROS THOMAS/KATIE BOWEN (WAIROA DISTRICT COUNCIL)

### CREATING COMMUNITY IDENTITY: 'KOHIA NG WHAKAARO...GATHERING YOUR THOUGHTS' – REVITALIZING NEW ZEALAND'S TE WAIROA DISTRICT

The Wairoa District, on the east coast of New Zealand's North Island, is home to nearly 8000 people in numerous towns across a total area of more than 4000 square kilometres. With approximately 130 kilometres of coastline, the District boasts one of the most spectacular ranges of wilderness landscapes in New Zealand – rainforest-surrounded Lake Waikaremoana in Te Urewera, the surf and fishing beaches of balmy Mahia Peninsula, thermal hot springs at Morere and the sunny riverside town of Wairoa at the centre of the district. But with so much diversity, the District has been lacking in a strong visual identity which captured the uniqueness and potential of the area, for both the residents of the District and visitors to the area. "Kohia nga whakaaro....gathering your thoughts", was a unique and innovative opportunity to mobilise community insight and creativity, with the accompanying benefits of strengthening community engagement and ownership and enabling genuine community celebration, passion and expression of pride.

## 02 LUCINDA HARTLEY

### CO-DESIGN METHODOLOGIES

Tactical urbanism is a great nexus of community development and design. By doing short-term, low cost projects, you lower the barriers to entry, allowing a lot more people to have input in shaping their neighbourhood than in traditional design processes. Lucinda is the co-founder of CoDesign Studio, a place-making social enterprise that specialises in tactical urbanism.

## 03 LACHY RITCHIE

### USE OF POP - UP APPROACHES TO CREATING COMMUNITY

Why haven't the suburbs earned a community development buzzword? Join Lachy Ritchie, co-creator of SproutHub, in a raw exploration of community building in a new suburb context. SproutHub is a portable community hub concept focused on growing community in emerging Greenfield Suburbs, created by the Sprout Collective (WA). Sprout are about curating the perfect blend of hardware and software needed to facilitate enduring place activation. They focus on long-term, financially self-sustaining approaches that harness the power of locals to create the most genuine, vibrant and exciting places. It is about putting people in the driver's seat of place activation. In this session, Lachy will explore Sprout's three layered approach to place activation. The three layers of Curation, Infrastructure and Activation come together to create a platform for ground-up community building. Learn what it takes to strike a balance between enabling, facilitation and taking your hands off the control lever.

## 04 GREG HADLOW

### THINKING OUT OF THE BOX FOR SMALL TOWN SURVIVAL

The WA Wheatbelt community of Kulin has experienced an exciting twenty year history of reinvention that has seen population increase, town pride grow and the introduction and development of some very exciting off farm enterprises and tourism initiatives. Kulin is certainly one of the most exciting small town revitalisation stories in rural Australia. In 2014, the Shire of Kulin (WA) was announced as the winner of the "Strengthening Families and Communities" Category in the Premiers Awards for Excellence in Public Sector Management. In this workshop, Greg will outline their processes and wide and exciting variety of civic innovations.

## 05 SHANI GRAHAM

### TAKE A STREET AND BUILD A COMMUNITY

Tuburban life is often isolating and rarely a true community experience. This is not the case in Hulbert Street. Shani Graham helped lead a sustainable-living revolution that ultimately resulted in strong neighbourly relationships, the fences pulled down and the establishment of a street festival. In this workshop, Shani explains how it happened and opens it up to a broader conversation.

## 06 CORMAC RUSSELL (DAY 1)

### ABCD IN ACTION: PEOPLE WANT A LIFE, NOT A SERVICE

Cormac Russell is Managing Director of Nurture Development and a faculty member of the Asset Based Community Development (ABCD) Institute at Northwestern University, Chicago. Cormac Russell believes that many health and social care services are asking the wrong question: what people can't do, instead of what they can do. In this Workshop, Cormac will outline the relevance of ABCD methodologies to true community building.

## 07 CORMAC RUSSELL (DAY 2)

### ABCD IN ACTION: MAKING SMALL THE NEW BIG

Cormac Russell believes passionately that 'What communities build for themselves, they won't destroy'. In this Workshop, he will further elaborate the relevance of ABCD methodologies relating to "making small the new big."

## 08 MAX KAU

### EMPOWERING RESIDENTS TO STOP WAITING FOR THE CALVARY

Max had a long career in social work and youth development, before retiring to the Victorian small town of Talbot. Utilising his relationship building skills, Max has provided leadership to the initiatives of Talbot Action - an umbrella group of nine organisations committed to the revitalisation and development of Talbot.

## 09 SIMON KNEEBONE AND RUSSELL DEAL

### THE ART OF COMMUNITY BUILDING

This interactive workshop showcases a prototype set of 'conversation-building' cards and posters being considered for publication by St Luke's Innovative Resources. Few visual materials exist that invite people to talk about the strengths in their communities. The pioneering work under development in this array of original and engaging cards combines the evocative artwork of Simon Kneebone with key concepts of Asset Based Community Development and the strengths approach of St Luke's Anglicare.

The intent is to create visual metaphors to invite people of all ages to share stories about the strengths they recognise in their communities. As cards, these materials might be used by facilitators, trainers or community groups to open up conversations about the lived reality of community. As posters, they may help build conversations about community strengths in schools and community organisations. This workshop invites anyone with an interest in graphic art, community arts or facilitation to critique and help shape this emerging card set that has the working title: 'Community: You're Standing In It'. There will be consideration of other existing visually based materials and exploration of other gaps and possibilities. Both Simon and Russell were finalists for the 2015 Australian Social Enterprise Awards.

## WHO SHOULD ATTEND?

**Councillors, CEOs, Directors, Managers (community- related), as well as stakeholders, consultants, community groups, community development workers and especially passionate community builders.**

### CONFERENCE COST

**\$594 (incl GST) per person.** No single day registrations are available.

### TO REGISTER

**For online registration and conference details go to [www.mav.asn.au/events](http://www.mav.asn.au/events)** (click on 'upcoming events' and scroll down to August 26). Please nominate your workshop choices on arrival.

### QUERIES

[jhennessy@mav.asn.au](mailto:jhennessy@mav.asn.au) or Peter Kenyon (0417 183 719)

**NOTE:** Program subject to change.

### ACCOMMODATION

**Suggest:** For those requiring accommodation, phone Mantra Bell City, 215 Bell Street, Preston on 13 15 17.

### FEATURE: SIMON KNEEBONE

A special feature of this Conference will again be the inclusion of Simon, one of Australia's leading social comment cartoonists, who will, throughout the event, capture many of the Conference's themes and learning gems through his drawings.

