



GROWING STRONGER, FIERCER AND BETTER – TOGETHER

24-25 SEPTEMBER 2018
SWISSÔTEL SYDNEY

#TSL2018

thirdsector.live

2018
**THIRD
SECTOR**
AWARDS

The Third Sector Awards present a special
occasion for celebrating and recognising best
NFP practice around Australia

**NOMINATIONS ARE
NOW OPEN!**

Acknowledge the people behind your organisation
for the great work that they do

7PM 25 SEPTEMBER 2018

AUSTRALIAN NATIONAL MARITIME MUSEUM, 2 MURRAY STREET, SYDNEY



thirdsectorawards.com.au

Australia's Not-for-Profit sector faces both a challenging and exciting era of change. With less government funding and increasing competition, NFPs are forced to rethink and restructure their business models in order to remain sustainable and create social impact.

Third Sector Live 2018, themed 'Growing stronger, fiercer and better – Together', will focus on current trends in the sector and showcase practical case studies on how NFP organisations can drive social impact and business viability through collaborations.

Key themes:

- Developing a qualitative, innovative and sustainable workforce
- Utilising technology to your organisation's advantage
- Developing collaborative partnerships to share resources, increase market reach and social impact
- Creating effective marketing and branding strategies whilst building community engagement
- Examining the latest trends in the NFP space

Third Sector LIVE is open to anyone who is in the business of creating positive change in the community and environment we live in. Third Sector LIVE invites executives from the NFP sector and its supporting industries, including charities, associations, NGOs, member-based organisations, chambers of commerce, research and academia, government, philanthropy, social enterprises and corporates committed to social responsibility and shared values.

Third Sector LIVE promises to be a thought provoking and stimulating two-day event, offering the perfect platform to progress your personal career, enhance the businesses you run and ensure you keep up with what's happening in the sector.

97%

Found the overall content personally & professionally relevant

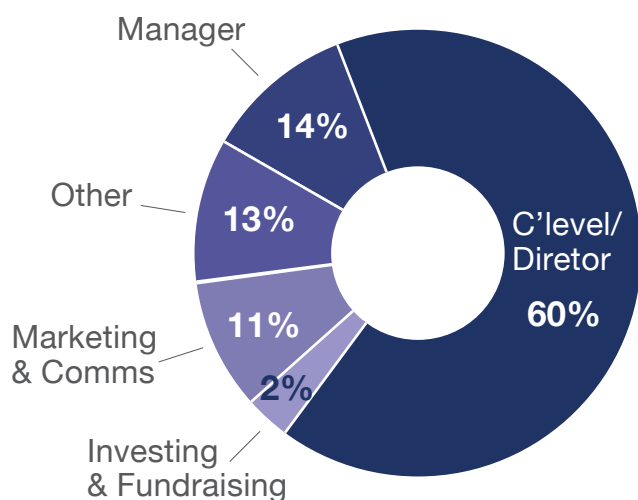
88%

Rated the overall event excellent or very good

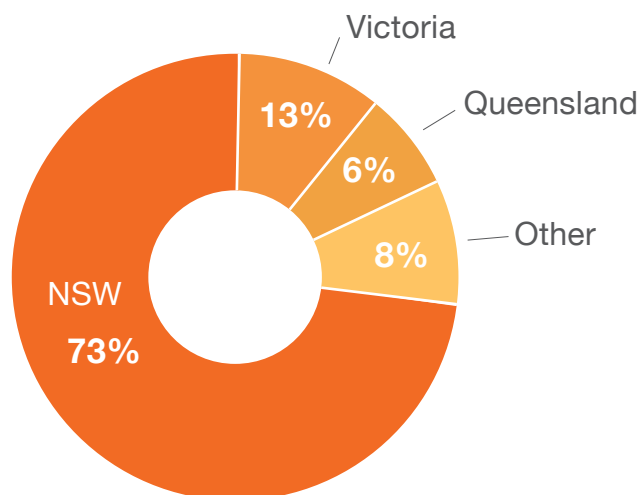
82%

Found the speakers & sessions engaging

Breakdown by job title



Breakdown by state



Hear from 20+ senior thought leaders



THE HON DR ANDREW LEIGH MP

Shadow Minister for Charities
and Not-for-Profits
Parliament of Australia



THE HON DR GARY JOHNS

Commissioner
Australian Charities and
Not-for-profits Commission




DAVID CROSBIE

Chief Executive Officer
Community Council for
Australia



DEBORAH GOLD

Chief Executive Officer
National Aids Trust




JENNY GEDDES

Chief Executive Officer
Workplace Giving Australia



IAN WISHART

Chief Executive Officer
The Fred Hollows Foundation



PROFESSOR KRISTY MUIR

Chief Executive Officer
Centre for Social Impact



MARTIN LAVERTY

Chief Executive Officer
Royal Flying Doctor Service



MICHELLE STEWART

Chief Executive Officer
Cure Brain Cancer Foundation



PROFESSOR SANCHIA ARANDA

Chief Executive Officer
Cancer Council Australia



LOUISE BAXTER

Chief Executive
Starlight Children's
Foundation



RON HOOTON

Chief Executive Officer
Vision Australia



CRAIG CONNELLY

Chief Executive Officer
Ian Potter Foundation



JONO NICHOLAS

Chief Executive Officer
ReachOut Australia



ADAM MOONEY

Chief Executive Officer
Good Shepherd Microfinance



ALAN BEATTIE

Social Enterprise Manager
Holoake



SASHENKA WORSMAN

Chief Executive Officer
Oaktree



HOLLY MASTERS

Chief Executive Officer
McGrath Foundation



MARTIN PAUL

Director
More Strategic

Day one

Monday 24 September 2018

8:00 Registration opens

8:50 Opening remarks from the Chair
Martin Paul, *Director*, **More Strategic**

Setting strong foundations

9:00 Discussing the role of NFPs and charities in today's Australia

- Evaluating the increased competition in the NFP space and what it means for organisations and communities
- Discussing digital disruption and its impact on the NFP sector
- The rise of nationalist popularism and the challenge for NFPs working towards the just, fair, inclusive, kind, authentic and generous Australia we want

David Crosbie, *Chief Executive Officer*, **Community Council for Australia**

9:40 Keynote: Discussing the importance of trust and transparency in the sector

- How the ACNC works to increase organisational transparency to assist donors in their decision making
- Assisting donors in finding out which charity does what, for whom and where
- Working towards reducing the red tape in the NFP sector donations

The Hon Dr Gary Johns, *Commissioner*, **Australian Charities and Not-for-profits Commission**

10:20 Morning refreshments

10:50 Thinking differently – Developing strategic thinking strategies

- Discussing the role of clients, volunteers and staff in strategic thinking models
- Going beyond client representation to tap into client expertise
- How to effectively engage clients in strategy execution

Ron Hooton, *Chief Executive Officer*, **Vision Australia**

11:30 Creating a strong governance for charitable purposes

- Discussing own mission and purpose within Not-for-Profit organisations
- Examining how boards can better contribute to organisational outcomes
- How governance structures can be enhanced to drive better director contributions to organisational outcomes

Martin Laverty, *Chief Executive Officer*, **Royal Flying Doctor Service**

12:10 Panel discussion: Attracting and retaining the right workforce for your organisation

- Identify what skillset your organisation require
- How to attract your desired talent when not being able to offer large salary packages
- Creating diversity within your talent pool for improved organisational outcomes
- Developing staff engagement strategies to increase retention

12:50 Networking luncheon

1:50 Case study: Identifying where your company needs to go and how technology can help you get there

- Developing a technology strategy that helps drive your company vision and goals
- Embarking on a digital transformation journey
- Enabling your team to add value by putting the 'human' back into what they do

Louise Baxter, *Chief Executive*, **Starlight Children's Foundation**

2:30 **Developing strategies to drive organisational innovation**

- Building a diverse workforce in order to generate a diverse set of ideas and drive innovation and inspiration
- Creating an organisational environment that supports innovation
- How to effectively embed innovation into the organisation's culture

Adam Mooney, *Chief Executive Officer*, **Good Shepherd Microfinance**

3:10 **Afternoon refreshments**

3:40 **Case study: Shifting talk: From overheads to impact**

- Improving capacity to communicate impact to the public
- Understanding how the public views your charity
- Using a national brand campaign to tell the story of what you do and aim for this to shift public understanding
- The potential role of impact assessment – Where do we need to get to as a sector?

Professor Sanchia Aranda, *Chief Executive Officer*, **Cancer Council Australia**

4:20 **Case study: How to effectively attract and engage a young workforce**

- Analysing the negative stereotypes of young employees and what impact this has on the NFP sector
- Discussing what a young workforce brings to the company and how your organisation can benefit from one
- How to engage and support young people in the workforce

Sashenka Worsman, *Chief Executive Officer*, **Oaktree**

5:00 **End of day one**

5:10 **Networking drinks** 🍷

Day two

Tuesday 25 September 2018

8:00 **Registration opens**

8:50 **Opening remarks from the Chair**


Martin Paul, *Director*, **More Strategic**

Collaborating for better outcomes

9:00 **Opening keynote: Changing the trend of declining community engagement in Australia**

- Analysing why people are becoming more disconnected from the NFP sector and discussing challenges of rebuilding social capital in Australia
- Collaborating with the sector to increase community engagement
- Evaluating early insights from the Reconnected Project and analysing the future of Australia's NFP sector

The Hon Dr Andrew Leigh MP, *Shadow Minister for Charities and Not-for-Profits*, **Parliament of Australia**

- 9:40 **International keynote: How to grow your brand and reputation whilst advocating for your mission**
- Collaborating across sectors to grow market reach and increase impact
 - How to effectively plan for a campaign that strengthens company reputation and increases community trust and engagement
 - Evaluating a campaign and developing strategies for continuous growth
- Deborah Gold**, *Chief Executive Officer*, **National Aids Trust** 
- 10:20 **Morning refreshments**
- 10:50 **Case study: Increasing impact by developing partnerships with organisations that are working towards the same goals**
- How to identify the types of partners and types of partnerships that would benefit your organisation and its mission
 - Developing trusting relationships at a time of increasing competition
 - How to partner with international organisations to achieve your goals
- Michelle Stewart**, *Chief Executive Officer*, **Cure Brain Cancer Foundation**
- 11:30 **Panel discussion: Discussing the role of technology in marketing and fundraising**
- Analysing the use of technology and what impact it has on fundraising and donations
 - Predicting how current and future technology trends will impact fundraising
 - How technology can play a vital part in strengthening a company brand
- 12:10 **Networking luncheon**
- 1:10 **The power of purposeful partnerships**
- How purpose-driven organisations can use a collaborative approach to improve impact
 - Using partnerships to deliver shared value, drive awareness and innovation
 - Identifying partners that have the potential to grow into strong and long-lasting relationships
- Holly Masters**, *Chief Executive Officer*, **McGrath Foundation**
- 1:50 **Increasing social impact by combining technology resources and partnerships**
- Connecting and developing collaborative partnerships to increase sector innovation
 - Sharing resources in an increasingly competitive environment
 - Effectively utilising technology to measure social change and outcomes
- Professor Kristy Muir**, *Chief Executive Officer*, **Centre for Social Impact**
- 2:30 **Afternoon refreshments**
- 3:00 **From the philanthropists' perspective: Developing partnerships with NFPs**
- Developing long-term partnerships with focus on capacity building rather than 'hand-to-mouth' projects
 - Discussing what this means for NFPs and why prospective partners are turned away
 - Examining IPF's investigation of an NFP professional development programme in conjunction with the Myer Foundation
- Craig Connelly**, *Chief Executive Officer*, **Ian Potter Foundation**
- 3:40 **Generating social impact alongside financial returns**
- How to identify and develop a financially profitable programme with social impact
 - Identifying your market and developing a sales strategy
 - Expanding your reach through partnership models
- Alan Beattie**, *Social Enterprise Manager*, **Holyoake**
- 4:20 **End of day two**



Register online: www.thirdsector.live

or complete manual registration form

manual registration form

Organisation details

Organisation name: _____

Address: _____

City: _____ Postal code: _____ Country: _____

Phone: _____ Fax: _____

Delegate 1 details

Mr/ Ms/ Mrs: _____

Position: _____

Phone: _____ Email: _____

Delegate 2 details

Mr/ Ms/ Mrs: _____

Position: _____

Phone: _____ Email: _____

registration fee

- | | |
|--|---------|
| <input type="radio"/> Super saver pass (ends 6 th July) | \$548 |
| <input type="radio"/> Super early bird pass (ends 10 th August) | \$598 |
| <input type="radio"/> Early bird pass (ends 31 st August) | \$648 |
| <input type="radio"/> Standard pass | \$698 |
| <input type="radio"/> Solution provide conference pass | \$3,500 |
| <input type="radio"/> Third Sector Awards | \$220 |

An additional 10% GST is applicable on all charges

PLUS if you buy three tickets, you get the fourth ticket of the same value **for free!**

payment info

- ☐ My check or money order is enclosed
- ☐ My card information is included below
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Card Holder Name: _____

Card Number: _____

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OR call us to process payment 02 9247 1522

HOW TO REGISTER

Online: www.thirdsector.live

Phone: 02 9247 1522

Email: tickets@thirdsector.com.au

Fax: complete registration form and fax to 02 9247 6333

CONFERENCE VENUE

Swissôtel Sydney

AWARDS VENUE

Australian National Maritime Museum, 2 Murray Street, Sydney

ACCOMMODATION

Discounted rates available - please check website for details or contact us on 02 9247 1522

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