



Proudly Presents:



not
for
profit
people

Conference 2017

Conference Program

13-14 November 2017
Melbourne Convention and
Exhibition Centre

*Attract, manage,
train and retain
the best staff and
volunteers for the
not-for-profit sector.*

Our Conference Partners

Gold Partners



Silver Partners



Wominjeka!

CEO's Welcome

Welcome to Melbourne!

Wominjeka is the Woi-wurrung word for Welcome, and we respectfully acknowledge the Kulin Nations – Woiwurrung, Boonwurrung, Wathaurung, Daungwurrung, and Dja DjaWrung – the traditional owners of this place now known as Melbourne.

We also recognise that no treaty was ever signed with the Kulin Nations, nor was this land ever ceded by them. We support a future treaty to make amends for past wrongs.

About EthicalJobs.com.au

EthicalJobs.com.au is the organiser of the Not-For-Profit People Conference.

We're a job-search site for people who want to work for a better world. We bring together job-seekers and organisations with a passion for social equity, social justice and environmental sustainability.

Come say hello at our exhibition stand – we'd love to meet you!

An Ethical Conference?

Wherever possible, goods and services for the 2016 Not-For-Profit People Conference have been sourced from environmentally friendly and ethical suppliers. For example, our lanyards are made by young women in Cebu who have been trafficked to work in brothels, giving them support and the chance to learn new skills. Thanks to The Trading Circle for facilitating this additional impact of the conference!

Our conference bags are made by volunteers using from 100% recycled materials, through Boomerang Bags – a grassroots, community driven movement tackling plastic pollution at its source. Find out more at www.boomerangbags.org

The most significant environmental impact of any event flows from the food that's served. That's why we're serving 100% vegetarian food to cut out the large greenhouse gas emissions and water use caused by meat production. As well, any surplus conference food will be collected and distributed by the lovely folks at OzHarvest.

Finally, this program is printed on 100% recycled paper.

If you have ideas about how we could make this event more ethical, please get in touch at info@ethicaljobs.com.au, or fill out our survey at the conclusion of the conference.

On behalf of the team at EthicalJobs.com.au, I'm delighted to have you join us for the fifth annual Not-For-Profit People Conference.

Founding EthicalJobs.com.au back in 2009, it quickly became apparent to me that there was unfortunately no space where those working on the "people issues" facing NFP organisations every day – recruiting, managing, training and retaining great staff and volunteers – could get together to share ideas and network.

And so the idea for the NFP People Conference was born!

Now in it's fifth year, it's a constant joy to me to see the role the Conference is able to play in bringing those with new ideas, or old, timeless ideas executed really well, together with all the rest of us who are hungry for ways to improve the way our organisations operate.

As a leader and manager myself, I've learned so much at various sessions at every conference – but I know I still have (and hopefully will always have!) so much to learn.

For those who haven't joined us before, our conference features 26 sessions over six core theme areas:

Managing People Well

Strengthening Human Resources

Leadership

Recruitment

People & Organisational Strategy

Health & Wellbeing

Over the next two days, you'll have the chance to:

- Learn how Australia's top NFPs attract, manage, train and retain the best staff and volunteers;
- Be exposed to new ideas from leadership and management experts from outside the NFP sector, like GM Holden's Human Resources Leader Ashley Winnett and "Design Thinking" expert Christian Duell;
- Network with around 500 other NFP professionals!

As always, a HUGE vote of thanks to our conference partners and exhibitors who make this event possible – we literally could not put it on without them!

So please be sure to visit their stands and find out about the diverse products and services they offer.

There's also an "exhibitor bingo" card in your conference bag, so don't forget to get it stamped by all our exhibitors to go into the draw to win a huge hamper of delicious ethical products!

And if you see me around the conference, please come and say "hi" – I'd love to hear what challenges your organisation is facing and what's making you excited about "working for a better world" right now.

Please enjoy the conference!



Michael Cebon
CEO and Founder
EthicalJobs.com.au



Day One: Monday 13 November 2017

8.00 Registration exhibition open.

9.00 - 10.30 Conference Welcome – MC: Kumi Tagushi, Journalist, Host of Compass, ABC News and Michael Cebon, Founder & CEO of EthicalJobs.com.au

Keynote Address: Nova Peris OAM, Olympic gold medalist, former Senator and Principal Adviser, Vic Dept of Health and Human Services.

"A journey to leadership from Australia's first Indigenous female senator."

10.30 - 11.00 Morning Tea & Exhibition

11.00 - 11.55

People & Organisational Strategy (Room 106)

"Learning for Purpose: Insights from the largest ever research study on – and for – NFP leaders, staff and volunteers."

– Dr Ramon Wenzel
Research Assistant Professor
University of Western Australia

Strengthening Human Resources (Room 105)

"How can you implement a business strategy without a workforce strategy?"

– Jay Richardson,
Manager, People and Culture
Projects, Cerebral Palsy Alliance
– Tess Walton,
Founder, Talent Risk Management

Health & Wellbeing (Room 104)

"Dealing with mental illness at work: case studies from the Black Dog Institute."

– Marian Spencer,
Head of Operations, People & Culture
Black Dog Institute

Managing People Well (Room 103)

"How neuroscience can help forge a 'team mindset' in your team."

– Dr Kerry Bennett,
CEO
The Graduate Union of
the University of Melbourne

12.00 - 12.55

Leadership (Room 106)

"Transforming Leadership: Using the 'PASS' framework to understand your leadership style."

– Lisa Griffiths
CEO
OzChild

Recruitment (Room 105)

"How to recruit and engage diverse young staff and volunteers."

– Alex McLean
Chief of Staff
Oaktree

People & Organisational Strategy (Room 104)

"The only constant is change: how community services can build capabilities and drive change amid uncertainty."

– Meredith Carter
Meredith Carter & Associates
– Jane Moreton, VAADA

Strengthening Human Resources (Room 103)

"Personalising the employee experience: How the future of HR is shifting focus from 'employees' to individuals and the 'whole person'."

– Cassandra Hatton,
General Manager HR
St Vincent de Paul Society – Vic

12.55 - 2.00 Networking Lunch & Exhibition

2.00 - 2.55

Managing People Well (Room 106)

"How NFP managers can make their teams emotionally resilient to control emotions and manage stress."

– Prof Yvonne Brunetto
Management & HR
Southern Cross University

Leadership (Room 105)

"Growing an organisation from 8 staff to 300+ staff over 15 years as CEO."

– Gail Ker
CEO
Access Community Services

Recruitment (Room 104)

Panel: "How to make your recruitment processes work harder and smarter."

– Kerry Shields, Starlight Children's Foundation
– Juhi McInerney, Mercy Health
– Chris Theocharous, Uniting
– Sharlene Roebuck, Uniting

Health & Wellbeing (Room 103)

"Safety Leadership: How to connect culture with workplace health and safety."

– Laura Jones
Head of HR Shared Services
Uniting Care Queensland

2.55 - 3.30 Afternoon Tea & Exhibition

3.30 - 4.45

Keynote Address – Anne Bryce, CEO, Achieve Australia

"How vision and courage enable change: Lessons in leading people from a top NFP sector CEO."

4.45 - 5.45

Free Networking Drinks & Canapés!

Day Two: Tuesday 14 November 2017

8.30

Registration desk & exhibition open.

9.00 - 10.10

Keynote Address: Ashley Winnett, Executive Director People, Performance & Culture GM Holden.

"Lessons from a 'Management Maestro': How to lead an organisation through change."

10.15 - 10.45

Morning Tea & Exhibition

10.45 - 11.40

**Health & Wellbeing
(Room 106)**

"The new frontier for employers: Should your organisation develop & implement a happiness strategy?"

– Christopher Francis
CEO
Laynhapuy Homelands
Aboriginal Corporation

**Managing People Well
(Room 105)**

"How to use 'design thinking' to build a more collaborative team."

– Christian Duell,
Founder
White Light Education

**Recruitment
(Room 104)**

"Developing a successful employer brand: How Churches of Christ in Queensland did it, and the valuable lessons they learned."

– Lorrae Carr
Recruitment and Retention Manager
Churches of Christ in Qld

**Strengthening Human Resources
(Room 103)**

"Aligning HR strategies with strategic organisational goals: UnitingCare Queensland's experience."

– Shannon Foley
Group Executive HR
UnitingCare Qld

11.45 - 12.40

**Leadership
(Room 106)**

"Why rethinking leadership could change our world."

– Peter Kaldor
Director
New River Leadership

– Naomi Nash
CEO
New River Leadership

**Health & Wellbeing
(Room 105)**

"How leaders can create inclusive and healthy organisations."

– Kristine Olaris
CEO
Women's Health East

– Victor Sojo
Research Fellow
University of Melbourne

**Recruitment
(Room 104)**

"A job ad might be your one chance to connect with a perfect hire. Make your first impression count."

– James Stewart, Manager
Relationships Team
EthicalJobs.com.au

– Emily Markwell,
Relationship Manager
EthicalJobs.com.au

**People & Organisational Strategy
(Room 103)**

"How do you successfully automate an HR system? Key lessons from one NFP's experience."

– Katrina Hall
HR & OHS Manager
Very Special Kids

12.45 - 1.30

Networking Lunch & Exhibition

1.30 - 2.25

**People & Organisational Strategy
(Room 105 & 106)**

"The New Work Mindset: What the rapidly-changing work landscape means for the not-for-profit workforce."

– Alecia Rathbone
Deputy CEO
Foundation for Young Australians

**Leadership
(Room 104)**

"How storytelling transformed an organisation."

– Danielle Ballantine
CEO
Northside Community Forum

**Managing People Well
(Room 103)**

"How to constructively resolve conflict in your team by developing your 'Conflict Intelligence'."

– Scott Dutton
Co-founder
Fighting Fair

2.30 - 3.40

Keynote Address: Captain Peter Hammarstedt, Chairman of Sea Shepherd Australia

"Lessons in leadership from the ongoing fight to save whales on the seven seas."

3:45

Conference Close

Keynote Speakers



Nova Peris OAM

Olympic gold medalist, former Senator and Principal Adviser at the Victorian Department of Health and Human Services

Monday
Plenary
9.00am

"A journey to leadership from Australia's first Indigenous female senator."

"Within every one of us lies the ability to reach deep inside ourselves and draw upon our inherited strength that our ancestors have given us. There lies a spirit that needs to be awakened."

Those are the words of Former Senator, Olympic gold medalist and a recipient of an Order of Australia, Nova Peris, who'll share lessons on leadership from her remarkable and varied career.



Anne Bryce

Chief Executive Officer
Achieve Australia

Monday
Plenary
3.30pm

"How vision and courage enable change: Lessons in leading people from a top NFP sector CEO."

Achieve Australia is a pioneer in the acquisition and development of accessible, affordable housing for people with disability. But the advent of the NDIS has necessitated a complete restructure of management to meet the changing environment, a new strategic plan, and a reinvigoration of the organisation's culture to prepare for a new era of client choice.

Join CEO Anne Bryce as she shares her personal journey to leadership in the NFP sector – and her tips for upcoming leaders.

Anne will draw on her decades of experience leading people in the the NFP sector to share insights into how to recruit and develop a management team, plan a workforce, and nourish a culture of commitment to purpose.

Keynote Speakers



Ashley Winnett

Executive Director People, Performance & Culture
GM Holden

Tuesday
Plenary
9.00am

"Lessons from a 'Management Maestro': How to lead an organisation through change."

Australia's car industry has gone through immense change these last few years, transforming itself almost beyond recognition. At Holden – with more than 14,000 employees across Australia – Ashley has played a key role in support the workforce through this massive change, while still staying focused on helping teams and individuals unleash their potential.

For the NFP sector, so used as it is to uncertainty and change, Holden's success in managing this transition has some important lessons for organisations, large and small, on how to stay focused on what's important, even while the world changes in front of our eyes.



Peter Hammarstedt

Captain of the M/Y Bob Barker and
Chairman of Sea Shepherd Australia

Tuesday
Plenary
2.30pm

"Lessons in leadership from the ongoing fight to save whales on the seven seas."

As Captain of the Sea Shepherd ship the M/Y Bob Barker for the past five years, Peter has lead a crew of 35 passionate crew through some of the most challenging conditions imaginable. At sea for months at a time, the Bob Barker was rammed on several occasions by the factory whaling ship Nisshin Maru when Sea Shepherd successfully prevented the whaler from refueling. The campaign succeeded in preventing the slaughter of 932 endangered, threatened and protected whales.

As our International Guest Speaker, Peter has flown in from Sweden to share his experiences and his advice for leading teams through the toughest of times.

Parallel Sessions Health & Wellbeing



Marian Spencer

Head of Operations, People and Culture
Black Dog Institute

Monday
Room 104
11.00 am

"Dealing with mental illness and work: Case studies from the Black Dog Institute."

To perform at their best, staff need to feel mentally healthy, safe and valued at work. But since mental illness is now the leading cause of absence and long-term work incapacity in Australia, how can you tell if a staff member is experiencing mental health issues – or just underperforming?

Join Black Dog Institute's Marian Spencer as she explains how to distinguish poor performance from mental illness in the workplace. Using case studies as a guide, you'll learn how to best manage and support staff with mental health issues and enable them to remain productive – without resorting to unnecessary performance management.



Laura Jones

Head of HR Shared Services
UnitingCare Queensland

Monday
Room 103
2.00 pm

"Safety Leadership: How to connect culture with workplace health and safety."

UnitingCare Queensland is committed to ensuring the safety of its 15,000 staff and 9,000 volunteers – for the benefit of their people and their clients alike. So how do you develop a strong culture of safety in a not-for-profit organisation?

Key to this has been a highly developed mindset of safety leadership. UnitingCare Queensland's Laura Jones will share how the organisation has transformed its safety, health and wellbeing strategy to ensure a sustainable safety culture is installed and maintained. You'll learn how to build a culture of safety in your own organisation; how a positive, leader-led approach to safety works; and the symbols, systems and behaviours that are designed to drive positive outcomes for all.

Parallel Sessions Health & Wellbeing



Christopher Francis

CEO
Laynhapuy Homelands Aboriginal Corporation

Tuesday
Room 106
10.45 am

"The new frontier for employers: Should your organisation develop and implement a happiness strategy?"

Can a workplace be happy, not just the individual employees in it? In this case study Chris Francis will discuss how employers are striving to create happy workplaces that care for employees and their mental health and well-being. In doing so employers are increasingly pushing the boundaries of traditional workplace responsibilities to include such difficult issues as domestic violence and mental health in which the employer takes an active and positive role in their employees' personal lives.

Chris will present case studies from his own organisation and others and discuss whether NFPs should develop a "happiness strategy" to consolidate initiatives to support their employees – and assist in promoting themselves as an employer of choice.



Kristine Olaris

CEO, Women's Health East

Victor Sojo

Research Fellow, Centre for Workplace Leadership, Melbourne University

Tuesday
Room 105
11.45 am

"How leaders can create inclusive and healthy organisations."

Central to effective leadership is the creation of safe, inclusive work environments – where respectful relations are the norm and strategies are in place to attract and retain a diverse workforce.

In this session designed for high-level leaders, join two of Australia's preeminent leadership experts as they share evidence from research about how leadership directly and significantly influences an organisation's wellbeing and inclusivity. Take a tour through the evidence for organisation-wide benefits of an inclusive workplace, as well the strategies leaders can use to promote inclusive and healthy work environments.

Parallel Sessions Leadership



Lisa Griffiths

CEO
OzChild

Monday
Room 106
12.00 pm

"Transforming Leadership: Using the 'PASS' framework to understand your leadership style."

From professional development to cultural background and everything in between, personal experiences shape a leader's philosophy, style and core values. So what drives your own leadership intentions, style and strategy?

In this high-level session, OzChild CEO Lisa Griffiths will discuss how the leadership 'PASS' framework can help you understand the core values that lie behind your approach to leadership. You'll learn the theories that are best suited to leading in the community services sector, and discover the tools required for effective, strategic leadership in a transforming environment.



Gail Ker

CEO
Access Community Services

Monday
Room 105
2.00 pm

"Growing an organisation from 8 staff to 300+ staff over 15 years as CEO."

Access Community Services has evolved from family-based job service provider with just 8 staff to a successful Refugee Settlement Service with over 300 staff. Join Gail Ker as she shares her insights, experiences, challenges and successes in leading Access from a small to medium not-for-profit organisation.

Gail's emphasis on sharing her vision and journey has inspired the essential strategic and innovative thinking required to respond to the challenges of an expanding organisation in this dynamic industry. Be inspired by the emergence of Access Gateway, a ground-breaking collaborative settlement service provision centre in Logan with a philosophy and a scalable, replicable practice model that enhances service collaboration over competition.

Parallel Sessions Leadership



Peter Kaldor

Director

Naomi Nash

CEO
New River Leadership

Tuesday
Room 106
11.45 am

"Why rethinking leadership could change our world"

Great leadership has the potential to transform individuals, organisations and entire communities. But all too often, leadership development is reserved for a special few at the top or happens only if there is space in the budget – leaving an immense gap in the quality of leadership in many organisations.

Discover a new mindset and practice for leadership in this practical workshop led by two experts in the field. You'll learn how to develop effective leadership strategies for complex times, how to improve your ability to deal with ongoing change, and how everyone can contribute authentically – without breaking the budget.



Danielle Ballantine

CEO
Northside Community Forum

Tuesday
Room 104
1.30 pm

"How storytelling transformed an organisation."

Northside has recently undergone a significant transformation. In just a few short years, Northside has overhauled everything from HR and technology to the business model and customer acquisition processes. So how did they manage to successfully transition from a single respite service to offering a total care solution?

In this session designed for senior staff, Northside CEO Danielle Ballantine will reveal how the Ganz narrative model can support organisational change. Using Northside's story as a foundation, she'll share a simple framework that will teach you how use relationships and stories to influence change in your own organisation.

Parallel Sessions Managing People Well



Dr Kerry Bennett

CEO
The Graduate Union of The University
of Melbourne

Monday
Room 103
11.00 am

"How neuroscience can help forge a 'team mindset' in your team."

Teams form the core of almost every organisation. And while team members undoubtedly share similarities, often there are significant differences in individual mindsets which can influence the team's collective thinking, acting, learning and efficacy.

Dr Bennett will discuss how neuroscience can help you forge a "team mindset" in your team. Drawing on her experience of leadership across different sectors, Dr Bennett will speak to the challenges of bringing together divergent mindsets to foster and enable innovation, motivation and operational progress in not-for-profit teams.



Prof Yvonne Brunetto

Management & HR
Southern Cross University

Monday
Room 106
2.00 pm

"How NFP managers can make their teams emotionally resilient to control emotions and manage stress."

"Emotional resilience" training can help staff or volunteers understand their emotions and how to use them as a positive force in delivering happiness and improved safety outcomes. It shows how a person's everyday behaviour impacts on their emotions and gives them the knowledge and skills to control their emotions and those of others, and reduce their stress levels.

This presentation is for managers who manage employees with a challenging client base. The session explains the evidence informing 'Emotional Resilience' training and the emerging positive findings for employee outcomes and organisational effectiveness using data from over 200 NFP employees.



Christian Duell

Founder
White Light Education

Tuesday
Room 105
10.45 am

"How to use 'design thinking' to build a more collaborative team."

Design Thinking is a method used by designers to solve complex problems and find innovative solutions for clients. Rather than problem-focused, a "design mindset" is solution-focused, based in the experience of service users, and oriented towards action. Design thinking is now being used by organisations large and small as an innovative and effective way to solve all sorts of problems.

In this introduction to design thinking for managers, Christian will present the key concepts of design thinking, and how they can be used to strengthen your team's abilities to see and respond to the world through the eyes of service users. He'll also introduce some practical tools you can use right now to start to solve problems in new, innovative ways.

Parallel Sessions Managing People Well



Scott Dutton

Co-founder
Fighting Fair

Tuesday
Room 103
1.30 pm

"How to constructively resolve conflict in your team by developing your 'Conflict Intelligence'."

Workplace conflict is unavoidable – but it can be uncomfortable and tricky to manage. But what if the answer to constructively resolving conflict in your team lies not in mitigating it, but embracing it instead?

Scott Dutton will share how to effectively connect with, manage and resolve conflict using the innovative Conflict Intelligence (CI) model. You'll learn how to recognise the impact of conflict, gain greater insights into your and others' relationships with conflict – and, ultimately, understand how to use the power of CI to shift into a conversation that fosters a collaborative and creative resolution.

Parallel Sessions People & Organisational Strategy



Dr Ramon Wenzel

Research Assistant Professor
Centre For Social Impact, Business School,
The University of Western Australia

Monday
Room 106
11.00 am

"Learning for Purpose: Insights from the largest ever research study on – and for – NFP leaders, staff and volunteers"

The Australian Not-for-profit Workforce Study is the largest ever research survey into the opportunities and challenges of working and volunteering in the Australian NFP sector. Using big data from organisations, employees and volunteers from all sectors and jurisdictions, the study provides unparalleled insights into staff engagement, development, well-being, careers, and impact.

Dr Wenzel will be revealing the first findings from this world-first study focused on people, performance and purpose, including industry benchmarks for how your organisation compares on over 30 key metrics. You'll be given access to data-driven workforce analytics to learn about the key things you need to do to improve staff and volunteer management and satisfaction, and become a better manager and employer.



Meredith Carter

Principal, Meredith Carter & Associates

Jane Moreton

Project Officer, Victorian Alcohol and Drug Association

Monday
Room 104
12.00 pm

"The only constant is change: how community services can build capabilities and drive change amid uncertainty."

In a policy and funding environment of constant uncertainty and change, how effectively a NFP can develop greater capacity – whether to align itself with a new policy direction, service system or funding requirements – depends on its capacity to adapt and evolve.

This session will outline the knowledge and tools you need to successfully implement change to develop the capacity of your organisation, including: how to approach change and transition in dynamic environments; dealing with resistance to change; developing the capacity of your workforce; partnerships with other agencies; involving consumers, carers and the community; and how to sustain and monitor a change strategy.



Katrina Hall

HR & OHS Manager
Very Special Kids

Tuesday
Room 103
11.45 am

"How do you successfully automate an HR system? Key lessons from one NFP's experience."

NFPs are facing increasing demands to manage their staff and volunteers throughout the HR lifecycle, with particular challenges around compliance and the need to maximise resources to support professional development. In this session we'll explore how Very Special Kids began their journey with HR automation, their navigation of the implementation process and the impact HR automation is now having on their organisation.

Parallel Sessions People & Organisational Strategy



Alecia Rathbone

Deputy CEO
Foundation for Young Australians

Tuesday
Room 106
1.30 pm

"The New Work Mindset: What the rapidly-changing work landscape means for the not-for-profit workforce."

The world of work is in transition to a more global, technology driven, and "flexible" economy in which new professions are being created and traditional jobs are being transformed or swallowed whole by automation. At the same time, Young Australians are increasingly seeking out purpose over financial gain when it comes to employment, with over 88% of people under 25 increasingly searching for job opportunities with a social focus.

In this presentation, Alicia will outline the changing landscape of work, and how this is impacting young Australians and the NFP workforce more broadly. You'll leave with a clearer view of the future of work, and with a path to reshape your organisation's hiring practices and team cultures to recognise the passion, skills and capabilities that young Australians have to offer.

Parallel Sessions Recruitment



Alex McLean
Chief of Staff
Oaktree

Monday
Room 105
12.00 pm

"How to recruit and engage diverse young staff and volunteers"

Oak trees is one of Australia's largest youth-run organisations - an anti-poverty movement run entirely by people aged 26 and under. Apart from a few paid roles, the organisation operates on 200 young people that volunteer 1-4 days a week. So how do they recruit and engage a motivated and diverse workforce of young volunteers?

Join Oaktree's Alex McLean as she shares the story of Oaktree's journey in developing its first Diversity Plan and Strategy to ensure that promoting diversity and inclusion is at the forefront of all their work. She'll discuss the changes they have made to their recruitment process which have significantly increased job application numbers; and share insights into why they receive such high engagement scores from their staff and volunteers.

18



Kerry Shields
Starlight Children's
Foundation

Juhi McInerney
Mercy Health

Chris Theocharous
Uniting

Sharlene Roebuck
Uniting

Monday
Room 104
2.00 pm

Panel: "How to make your recruitment processes work harder and smarter."

For many organisations, HR processes like reference checking have been done the same way for years. But what if this adherence to tradition wasn't optimal, but rather wasted valuable time and significantly increased recruitment risks?

Join our panel of HR leaders, facilitated by Xref's Mike Brett as they talk through the issues that arise when organisations don't keep up with developments in recruitment.

You'll learn about the risks of process fatigue, the importance of the candidate experience, finding the right balance between tech and human instinct - and, ultimately, how to make your processes work harder for you.

Parallel Sessions Recruitment



Lorrae Carr
Recruitment and Retention Manager
Churches of Christ in Qld

Tuesday
Room 104
10.45 am

"Developing a successful employer brand: How Churches of Christ in Queensland did it, and the valuable lessons they learned"

As competition for the best staff grows in many parts of the NFP sector, branding is becoming increasingly critical in recruitment. So how do you develop your employer brand? How is it different to your corporate brand - and how do you consolidate the two?

In this high-level presentation, join Churches of Christ in Queensland's Lorrae Carr as she takes you through the organisation's successful branding strategy - and why your organisation needs to develop its own. Learn what they did well, what they missed and how not-for-profits have the easiest stories to communicate and tell.



James Stewart
Manager Relationships Team

Emily Markwell
Relationships Manager
EthicalJobs.com.au

Tuesday
Room 104
11.45am

"A job ad might be your one chance to connect with a perfect hire. Make your first impression count."

In an increasingly competitive employment market, your job ads are key to capturing the attention of the very best candidates. However, all too often, NFP employers miss their chance to cut through the noise and have their job opportunities stand out from the crowd.

In this session, James and Emily will draw on years of recruitment experience to provide practical tips to craft compelling job ads that are human, purposeful and targeted to reach your ideal candidates.

Parallel Sessions Strengthening Human Resources



Jay Richardson

Manager, People and Culture Projects
Cerebral Palsy Alliance



Tess Walton

Strategic Workforce Planner
Talent Risk Management

Monday
Room 105
11.00 am

"How can you implement a business strategy without a workforce strategy?"

How can you possibly create a strategic plan for your organisation when the nature of work is changing so fast that it's impossible to accurately predict the future?

Join Cerebral Palsy Alliance's intrepid adventurer Jay Richardson as she shares her experiences of developing a viable workforce plan to instil leadership confidence that strategic objectives would be met. Sharing the stage is Tess Walton, her adventure guide, who assisted Jay navigate the strategic workforce planning path with practical and pragmatic tools and tips for success.

Parallel Sessions Strengthening Human Resources



Cassandra Hatton

General Manager HR
St Vincent de Paul Society - Vic

Monday
Room 103
12.00 pm

"Personalising the employee experience: How the future of HR is shifting focus from 'employees' to individuals and the 'whole person'."

In an era of increasing consumerism, employees are behaving more like customers looking for value. With this change comes a demand for organisations to translate their Employee Value Proposition (EVP) into an Individual Value Proposition (IVP).

This presentation will examine how the employee landscape is changing, and why HR needs to change with it. Join Cassandra in exploring the workforce trends driving changes to the expectations of employees, the role of organisational leadership and the future model of HR where each employee is viewed as the "whole person" rather than just another employee.



Shannon Foley

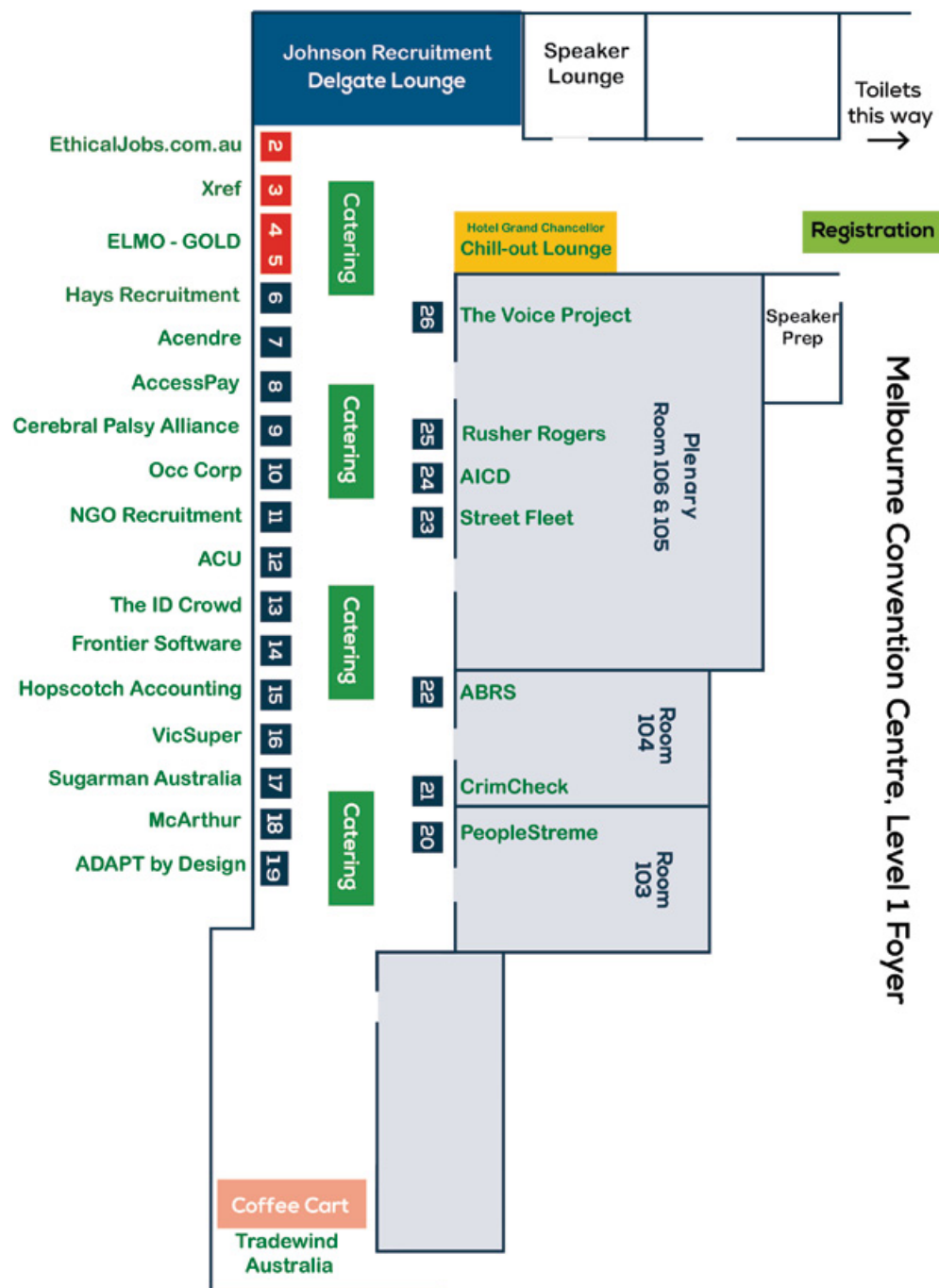
Group Executive HR
UnitingCare Qld

Tuesday
Room 103
10.45 am

"Aligning HR strategies with strategic organisational goals: UnitingCare Queensland's experience."

In a sector currently experiencing unprecedented change, UnitingCare Queensland's HR team takes a leadership role in the development and delivery of organisational strategy through a strong partnering relationship with business leaders – while also supporting 15,000 staff and 9,000 volunteers to embrace the transformation required to respond to rapidly shifting internal and external environments.

Join UnitingCare Queensland's Shannon Foley as she explores the role of HR in organisational strategic planning. She'll share practical take-aways from UnitingCare's experience, and show you how to create a highly integrated HR program of work that is aligned to key business drivers and also reflective of your mission.



General Information

Registration desk and name badges

The conference registration desk is open from 8:00am on Monday and 8:30am on Tuesday.

Please ensure you wear your name badge at all times. Admission to all sessions, catering and the networking function is by name badge only.

Catering & Networking Function

Morning tea, afternoon tea and lunch will be served in the Exhibition Hall, outside the conference rooms.

Please stick around on Monday evening for our networking drinks and canapés: free beer, wine and soft-drinks, as well as delicious canapés and fantastic company!

We've chosen to serve a vegetarian menu on both days of the conference in order to minimise the conference's environmental footprint.

If you indicated any dietary requirements when booking, please look out for the 'special dietary section' on the catering tables.

Freshly made coffee!

Head to the rear of the exhibition hall for your free barista-made coffee!

Tea and brewed coffee will also be available before the conference and during all breaks.

Win an ethical hamper with "Exhibitor Bingo"

Would you like to win a hamper full of ethical goodies?

In your conference bag you'll find your Exhibitor Bingo card. When you visit the exhibitors and our sponsored Delegate and Chill-out Lounges, just ask them to stamp your card.

When your card is full, pop it in the box at the registration desk to enter the draw for a huge hamper full of ethical goodies! We'll announce the winner at the end of the conference.

Wi-Fi Internet Access

For free Wi-Fi access during the conference, create an account and log in to 'MConnect'.

Please note: You'll need to re-subscribe (free of charge) to the service after 12 hours, or once the 100MB download limit is reached.

On Twitter?

Join the discussion and share your conference learnings using the hashtag **#nfpp17**.

Image Release

In registering for this conference, delegates grant permission to EthicalJobs.com.au and others working under its authority, to take and to have full and free use of video/photographs containing their image/likeness. It is understood these images may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for EthicalJobs.com.au.

Disclaimer

EthicalJobs.com.au reserves the right to make changes to the conference program at any time as circumstances require. We will make every effort, but cannot guarantee, that all advertised speakers will be able to attend on the day.

Conference Dinner

Monday, 13th
November, 6.30pm

If you're registered
to attend the 2017
Conference Dinner,
start getting excited!

You'll be joining your fellow conference attendees for an intimate networking experience including a gourmet 3-course meal, with your first drink (beer, wine, or soft drink) on us.

We'll be entertained by the delightful Denise Hanlon who's not only an entertainer, but also has a background as an HR professional. She'll be taking a light-hearted look at being in HR!

Tickets

Your pre-purchased dinner ticket is located in the back of your name-tag. Hand it in at the bar to obtain your free drink (it's a cash bar thereafter).

Please visit the Not-for-Profit People conference Help Desk with any questions about tickets.

Please note – only those who have already registered are able to attend the 2017 Conference Dinner.

Venue

CO Melbourne
113 Queen Street
Melbourne

Times

6:30pm – Arrival,
networking drinks

7:15pm – Dinner served
Until late

How to get there

Walk through the Exhibition Centre to Clarendon Street, and either:

– Jump on the No. 96 FREE tram, towards East Brunswick (Get on at tram Stop 124A, and get off at stop No 4, cnr Queen St/ Bourke St). It's just a 10-minute tram ride – you don't need a Myki or travel card; or

– Alternatively, it's a 22 minute walk. From Clarendon St, keep walking along the Yarra and turn left up William St, and continue north to 113 Queens St.

See you there!

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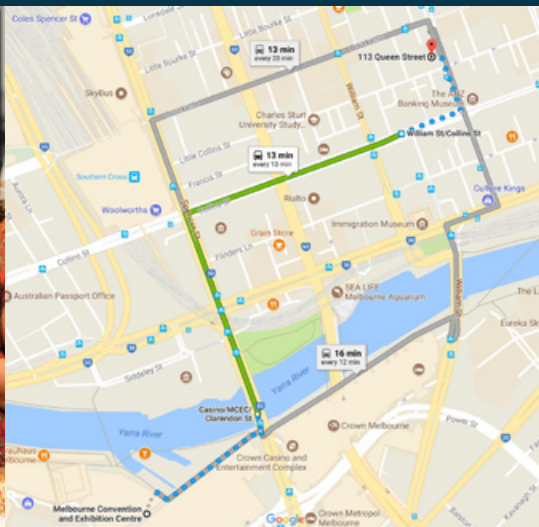


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AN ENGAGED WORKFORCE DOESN'T JUST HAPPEN

An engaged workforce doesn't just happen. It's a two-way process in which an organisation needs to work hard to engage its staff and, crucially, where employees themselves decide how engaged they will be in return.

Our whitepaper, 'Staff engagement: Ideas for action' details what steps your organisation needs to take to ensure you have an engaged workforce.

To request your copy, contact:
Sarah McLoughlin
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E: sarah.mcloughlin@hays.com.au

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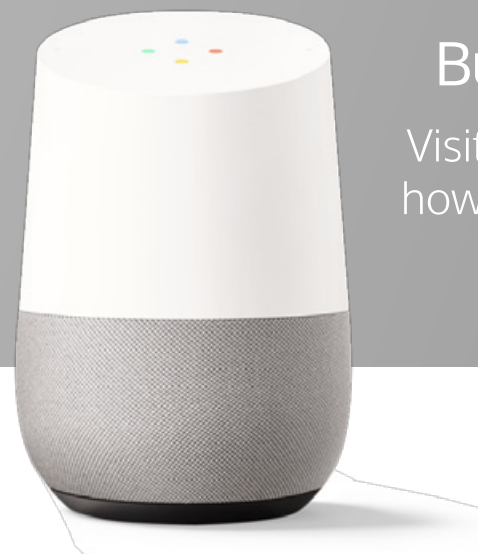
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