



FOR PURPOSE CONFERENCE

Connecting and Advancing Not-for-Profits

FRIDAY
22 SEPTEMBER 2017
9AM - 9PM

PROUDLY SUPPORTED BY
AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS

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For Purpose Conference 2017



Phil Butler GAICD, Sector Leader, NFP, Advocacy
Australian Institute of Company Directors

As Australia's leading provider of governance education, the Australian Institute of Company Directors (AICD) is committed to excellence in governance. We are also passionate about assisting not-for-profit (NFP) organisations in improving their board effectiveness and the impact they have on their communities.

Our research demonstrates that better governance enables superior organisational performance and outcomes. Therefore, we are delighted to support the 'For Purpose' Conference at the University of Southern Queensland Student Guild. I'd like to encourage all within the sector to join me at this event. It will be a fantastic opportunity to hear from several sector experts on challenges currently facing NFP organisations, and to network and learn from your fellow delegates.

**AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS**



Why should you attend?

The USQ Student Guild is proud to be hosting the Inaugural 'For Purpose Conference'. The conference is specifically designed to allow you to collect and build the tools to promote long-term growth in your organisation and also help develop skills for sustainability in the sector.

There are over 50,000 charities and even more Not-for-Profit (NFP) organisations across the country, with many being affected by changes in policies and the cuts to funding and government grants. Therefore, staying relevant, purpose driven, engaged and financially sustainable is on every NFP Organisations agenda and a key focus for Directors and Executive Teams alike.

To help you and your organisation, we have brought together experts from a variety of fields that will provide you with practical and real-world solutions and knowledge.

Register now for this not to be missed Conference; where you will have access to three amazing Keynote Speakers, three essential skill-building workshops and a fantastic evening of networking at our Clifford Gouldson Lawyers Cocktail Evening.

REGISTRATION

AICD DPD
qualifying
event

ORGANISATION (3 Tickets)

INDIVIDUAL (1 Ticket)

Delegate Options	ORGANISATION (3 Tickets)		INDIVIDUAL (1 Ticket)	
	AICD Member/ USQ Student	Non Member	AICD Member/ USQ Student	Non Member
Day Conference Tickets to Key Note Presentations and Interactive Workshops	\$249	\$299	\$89	\$99
Ticket to the Clifford Goulson Cocktail Evening	✓	✓	✓	✓
Copy of the Conference Directory	✓	✓	✓	✓
Inclusion into the Conference Directory	✓	✓	\$25	\$25
Stall at the Conversation Lounge	✓	✓	\$50	\$50

REGISTER AT WWW.STUDENTGUILD.COM.AU



CONFERENCE PROGRAM

8.00AM - REGISTRATION OPEN

9.00AM

Official Welcome and Opening Address

9.15AM

Keynote Speaker

Kate Tully, CEO

YWCA Queensland



The Changing Landscape - Being prepared for change

Using cases study and experiences from her role as Chair of the Queensland Council of Social Services (QCROSS) and CEO of YWCA Queensland, Kate will be exploring the need for organisations to be prepared for the changes that are occurring in the sector rather than reacting to it, while maintaining the key focus and purpose of the organisation.

10.00AM - MORNING TEA

10.20AM - BREAK OUT SESSIONS ONE

WHY EVENTS ARE SOCIAL CURRENCY

Kristen Goldup presents a compelling and insightful presentation on how the landscape of events has changed dramatically in just five years.

The presentation will cover the new psychology for attending events and why this is good news for event organisers, and how they can capitalise on it. Attendees will leave the session with a deeper understanding of the new events landscape, a clear understanding of the role social media plays in the events industry and several new ideas on how to improve their event experience, brand and revenues. If your organisation relies on funding from events, then you need to be at the forefront of why some events are ticket sellers or ticket slackers. Kirsten shares her 3-second rule on why she can spot the difference.



THE BOARD'S ROLE IN ENSURING ORGANISATION SUSTAINABILITY

There are over 50,000 not-for-profit, or for-purpose organisations with many of them being small entities generating less than \$250,000 in revenue. How does the for-purpose organisation survive in such a competitive environment while staying true to its mission?

Denise will explore with you the board's role in ensuring your organisation will survive the changing environment (the new norm) in which for-purpose organisations must now operate in.

Denise will use the YWCA as a case study of how for-purpose organisations can maintain their relevance and survive.



CONFERENCE PROGRAM

11.20AM Keynote Speaker

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Critical Issues Facing the NFP Sector

The Australian Institute of Company Directors is committed to assisting organisations in the NFP sector, as part of this commitment AICD produces an annual NFP Governance and Performance Study. The 2017 study will be released in early September. This keynote presentation by Phil Butler will focus on some of the key themes of the 2017 study and the 2016 study, highlighting areas of which leaders in the NFP sector need to focus on.

12.00PM - LUNCH



Our new Café Jump In is bursting with quality coffee and delicious goodies that are sure to make your taste buds jump!

1.00PM - BREAK OUT SESSIONS TWO

RISK AND STRATEGY

Boards of all types are required to approve strategy, monitor and control the risks. In the NFP sector, the board has the same responsibility. This interactive workshop will look at the practical elements of strategy and risk and how they are interconnected. It will challenge participants to rethink their focus on the interconnected. It will challenge participants to rethink their focus on the organisation's purpose, its measurement and what risk are we prepared to take.

What resources are available for strategy development and who is responsible and best equipped? How does the strategy link to the organisation's purpose? Has the organisation determined its risk appetite and developed a formal statement? Is the risk register and management plan up to date? And most importantly in a rapidly changing environment, are we focused on risks that are 'old world' compared to those of the new business model?

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STRIVING TOWARDS A BETTER AUDIT IN 2018

Do you know how to get the most out of your organisation's Audit? In his interactive workshop, Striving Towards a Better Audit in 2018, Ben Horner, Director of Audit Solutions Queensland (a division of McConachie Stedman) will highlight how you can unlock value in the audit process.

Join him to find out how an auditor looks at your organisation, what you can do to assist them to get the best result, what changes you can expect in financial reporting in future years and how to communicate audit results to your Board. Learn about why annual reporting is an integral component in achieving transparent financial reporting and how it can be a valuable tool when approaching investors and funding sources.

McConachie Stedman



CONFERENCE PROGRAM

2.00PM - BREAK OUT SESSIONS THREE

HUMAN RESOURCES & THE NFP SECTOR

Employers in the NFP sector are constantly juggling the interests and demands of their clients, employees, funding bodies and other industry stakeholders. This can become complex and burdensome for organisations especially during challenging times. Whether large or small, most NFP organisations are faced with similar Industrial Relations & Human Resource challenges. Our Human Resource Interactive Workshop conducted by Sharpe Workplace Solutions (SWS) will focus on several key Human Resource issues for the NFP sector such as:



- Implementing Workforce Change;
- Remuneration & Benefits; and
- Workforce Planning

THE POWER WITHIN COMMUNITIES

In 1997 after an evaluation of their future direction, Bendigo Bank moved to develop themselves as a unique and different option for customers and communities around Australia. We believed greater community participation and engagement was required to allow Bendigo Bank the opportunity to become successful and sustainable; knowing that we would need to help re-create more self-reliant communities.

Through this strategy, The Community Bank® model was birthed. Within 19 years, there are now over 315 communities within Australia enjoying the rewards of their own Community Bank®, where local NFP's able to tap into this resource to assist them with the betterment of the communities that they serve.

By using this model as a case study, Malcolm will share his insights in how building engagement within the community and uniting and involving your members can enable you to operate your organisation at the highest level. Malcolm will also share how you can access assistance through your local Community Bank®.



2.40PM - AFTERNOON TEA

3.15PM

Keynote Speaker

Amanda Tolson, Director
Clifford Gouldson Lawyers

**CLIFFORD GOULDSON
LAWYERS**

Legal Essentials for NFP's

Understanding the legal structure of your organisation is an essential starting point for good governance - using real examples of organisations that were unaware of the legal instruments that govern them, Amanda will be guiding us through the basis of NFP legal governance. Understanding the ongoing legal obligations and regulatory environment of your organisation is also a key component of risk management and ensuring directors are discharging their duties. Amanda will provide some 'warning signs' of when you need to seek legal advice and provide some insight into the questions you should be asking your lawyers before you engage them.

4.00PM

Panel Discussion

5.00PM - THANK YOU



CONFERENCE PROGRAM

5.30PM - COCKTAIL EVENING

Clifford Gouldson Lawyers Cocktail Evening

Join us at the Clifford Gouldson Lawyers Cocktail Evening for wonderful conversations as you toast your new-found knowledge with canapes and drinks.

CLIFFORD GOULDSON
LAWYERS

CONFERENCE SPECIALS AND INFORMATION

CAFE JUMP IN

DRINK PACKS

PRE-ORDERED 10.00 | ON THE DAY 12.00

Options:
3 Regular Coffees
3 Regular Hot Chocolates

LUNCH PACKS

PRE-ORDERED 10.00 | ON THE DAY 15.00

Options:
Chicken Skewers and Chips
Fish and Chips
Antipasto Pasta Salad with Grilled Chicken
Garden Salad with Grilled Chicken (GF)
Avocado Salad (vegan/GF)

SWEET TREATS

FROM 4.00

Muffins (GF options available)
Biscuits

WOULD YOU LIKE MORE INFORMATION?

CONTACT US:

USQ STUDENT GUILD

E: ADMIN@STUDENTGUILD.COM.AU

P: 07 4688 0700

W: WWW.STUDENTGUILD.COM.AU

FOR MORE CONFERENCE
SPECIALS OR TO SEE OUR
TERMS AND CONDITIONS VISIT:
[WWW.STUDENTGUILD.COM.AU/
2017FPCONFERENCE](http://WWW.STUDENTGUILD.COM.AU/2017FPCONFERENCE)





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