

SPORTS WITHOUT BORDERS

CONFERENCE 2011

Monday, 27 June 2011 - Melbourne, Australia

Participation & Inclusion:
"Sport for All", from the ground up

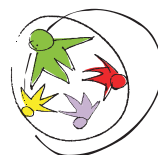


The game has changed

The essential conference for every grassroots sporting group, administrator and community leader in local communities and local government.



SPORTS
WITHOUT BORDERS
we're all on the same team



ourcommunity.com.au

Sports Without Borders!

There's nothing that Australians love more than their sport ... except, perhaps a fair go. It is the glue that binds us.

In today's multicultural society, many newly arrived Australians who love to participate in sport don't always know how to get involved. This is at the essence of why Sports Without Borders was created.

Australia's disadvantaged groups – women, Indigenous people, people of all abilities and those from newly arrived communities – need to be allowed to get involved. They need a fair go. Participation in one of the multitude of sports organisations that work with Australia's youth will help previously excluded people to assimilate into our society. As a result, everybody wins. The clubs win, those who have been disadvantaged win, and the community wins.

Sports Without Borders will host a **landmark conference that will signal a new era of participation and inclusion and a more equitable Australia.**

Sport is a major tool for promoting social inclusion and social cohesion. For the individual, sport helps develop valuable life skills – co-operation, discipline, respect, and a sense of belonging, community and tolerance. For our society, sport allows citizens to interact and join social networks, helps new immigrants develop relations with other members of the community, and helps combat discrimination.

It should not be forgotten that sport is also a major Australian industry, contributing to job creation and economic growth and helping to revitalise disadvantaged areas. Sport accounts for \$8 billion of the Australian economy and 30% of all volunteers. It has an enormous impact on the very fabric of Australian society.

It's important, and we've got to get it right.

"Fitting in!"

There are some Australians who don't always fit the mainstream sports media paradigm. Even where there's no active discrimination, there's little outreach or recruitment, little understanding of particular needs, and little motivation to change in response to those needs.

Having groups who are excluded from full participation in their communities is a negative both for the individuals who are excluded as well as for the communities that fail to reach their full potential.

The 2011 Sports Without Borders Conference will bring together sportspeople, sporting clubs, government, local government workers, sports administrators and educators to learn the facts, hear the stories, and learn about new practices and next practice solutions.

If you play, work in, administer, umpire, coach, or care about sports and communities, this conference is a must. It is important for our community and absolutely vital for those people who want to become a positive part of our community.

It's the Grand Final. Book early and get a seat up front.

Key Speakers

SENATOR MARK ARBIB

Mark Arbib was elected Senator for New South Wales at the 2007 Federal Election and commenced his term on 1 July 2008. He is the Minister for Indigenous Employment and Economic Development, Minister for Sport, and Minister for Social Housing and Homelessness. Mark has a Masters of Arts in Political Science and Economic History from the University of NSW.

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PAUL KENNEDY

Paul Kennedy is a senior television journalist, with 15 years news reporting experience. He is the national sports presenter on ABC News Breakfast and presents sports news through the morning on ABC News 24, along with being host of ABC Contact Sport. Paul has covered some of the biggest stories in Australia for networks Ten, Nine and the ABC. A former state league footballer, his coverage of the issue of drugs in sport has been a career highlight.

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SENATOR KATE LUNDY

Kate Lundy is the Parliamentary Secretary to the Prime Minister and Parliamentary Secretary for Immigration and Multicultural Affairs. Prior to the 2010 election, Kate was Chair of the Joint Standing Committee for the National Capital and External Territories, a long-standing member of the Senate Environment, Communications and the Arts Committee and one of the Federal Parliament's representatives on the Advisory Council of the National Archive of Australia.

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DR JUSTEN O'CONNOR

Justen is Director of Student Affairs, Faculty of Education at Monash University, where he is working to explore problems associated with physical education, sport and lifetime physical activity and wellness, often with a focus on children. As a teacher and researcher in the Sport and Recreation Degree courses at Monash University for the past 11 years, Justen has evolved his focus from an individual level, to consider more broadly the factors that shape participation in sports and physical activities.

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DR SUE DYSON

Sue is a researcher and evaluator whose work focuses on the primary prevention of violence and discrimination. Her work explores how culture, gender, disability, race, and linguistic diversity intersect across sport, education, workplace and place based settings to support and maintain cultures of disrespect that can lead to violence and abuse. Sue has a background in nursing and education and a PhD in health science. She is particularly interested in creative, cross, multi and inter-disciplinary approaches to social research and transformative learning.

DR RUTH JEANES

Ruth has recently joined Monash University from the UK as a Senior Lecturer in Sports Coaching and Community Development. Ruth previously worked in local government and for Sport England in sport development roles before taking up positions as a Senior Researcher and Research Fellow at universities in the UK. Ruth's research interests sit within the broad area of social policy and sport development, with a particular interest in the role of sport as a vehicle for social change.

Key Speakers

GRANT HACKETT

Grant Hackett's leadership, professionalism, dedication and exemplary performance are a model for anyone whose work calls them to lead by example. In 2005 Grant was named captain of the Australian Swimming team. It is not surprising then that his nickname is "Captain Fantastic". Grant was World Swimmer of the Year in 2005, he has held the world records for the 1500m freestyle since 2001 and the 800m freestyle since 2005. Easily our most medaled Olympic and World Cup swimmer. Grant is now Head of Sports & Entertainment for Westpac and is a TV presenter for Channel Nine.

JASON MIFSUD

Jason is the National Community Engagement Manager for the Australian Football League. A Gunditjmara man from the small town of Ellerslie just outside Warrnambool, Jason has always had a great love of football and was drafted to St Kilda in 1993. His portfolio at the AFL includes the strategic development of the game with Indigenous and multicultural communities which currently represents 20% of AFL lists. Jason's work also includes collaborating with corporate Australia and governments to leverage the game and deliver social value.

THE HON HUGH DELAHUNTY

Hugh is the Victorian Minister for Sport and Recreation. He has been actively involved in community activities and organisations – including local government, sports groups, schools and churches – for many years. He was a Councillor and Mayor for the former Horsham City Council, Chairman of Commissioners of the Mildura Rural City and Mayor and Councillor of the new Horsham Rural City Council. Hugh has played and coached many sports in the Wimmera. He played football with the Essendon Football Club and is a Life Member of the Murtoa Football Club.

PAUL FLEAY

Paul Fleay is the CEO of Inclusion WA. He has 12 years' experience in senior management positions within the not-for-profit sector. In his role with Inclusion WA, Paul is working towards the vision that everyone, including those who are disadvantaged, disconnected from society or living with a disability, gets the chance to participate in a welcoming community. Inclusion WA's main focus is in two areas: assisting individuals to become involved with a program of their choice; and helping sport, recreation and community organisations to deliver inclusive opportunities.

CARMEL GUERRA

Carmel is the founder and CEO of the Centre for Multicultural Youth (CMY) based in Melbourne, which works with and advocates for young people from refugee and migrant backgrounds. Carmel has over 20 years experience in the community sector. She has served on numerous boards and committees and in 1994 was awarded a Churchill Fellowship to investigate issues of refugee and migrant youth overseas. In 2003, Carmel earned a Centenary Medal, and in 2005 she was entered into the Victorian Women's Honour Roll.

JUDY FLANAGAN

Judy has over 20 years experience working as a national and international sport administrator and volunteer, at both grassroots and high performance levels. Currently, she heads up the Australian Sports Commission's Sport Leadership division, which was formed in 2010. Judy first joined the ASC in 1987, working in athlete education and welfare at the Australian Institute of Sport. In 2004, she took on the position of Manager of Sports Programs and led the development and implementation of Active After-school Communities, which was launched in June 2004.

Key Speakers

BRETT DE HOEDT

Brett de Hoedt is the founder and director of Hootville Communications, a PR agency that serves community sector clients, as well as a speaker, trainer and facilitator. Brett's entertaining, irreverent style has seen him become a regular fixture at many conferences and special events throughout the country. He's a true believer in not-for-profit causes, not-for-profit organisations and the people who choose to support them.

CHRIS GILLARD

Chris Gillard is Co-CEO and Creative Director of ProjectProject, one of Australia's leading creative organisations. He is at the cutting-edge of social media and its use in community empowerment and mobilisation. Chris has more than a decade's experience in leading advertising, communications strategy and brand development programs. He has worked on campaigns for Coke, Nike, Victorian Tourism, Hertz, Cadbury, St George Bank, Sports Without Borders, and Vic Health.

RAEF AKEHURST

Raef is Co-CEO and Technical Director of ProjectProject. He has a Bachelor of Business (Honors) Degree where he was top of the class for 1998, and a Master of Marketing degree specialising in 'eMarketing' from Monash University. Raef has over 10 years of product management, product development, and marketing experience in technology-related companies both in Australia and Canada. He's managed the development of applications used in movies (Lord of the Rings), games (Enter The Matrix), kiosks, websites, and mobiles.

SUE VARDON AO

Sue is Chair of the International Year for Volunteers + 10. A former Chief Executive of several government agencies, including Centrelink, Sue currently spends about 2½ days a week as a volunteer, serving on the Red Cross National and State Boards and Australian Sponsorship for African Kids, and coordinating her local Community Fire Safe Group. Sue's only claim to sporting fame is her acute observations of the role of volunteers supporting her grandchildren's soccer and cricket teams.

MARTIN FLANAGAN

Martin was born in Tasmania in 1955 and graduated in law from the University of Tasmania in 1975. In 1978, he left Australia and spent the next two years wandering the world. He has since authored 12 books, including two collections of his newspaper writings, and two novels. Martin has written for The Age since 1985, principally on sport, Australian culture and the relationship between black and white Australia.

JAMES DEMETRIOU

James is co-founder (with his son Tom) and Executive Chair of Sports Without Borders, a not-for-profit organisation that provides support for young people from migrant and refugee backgrounds who are involved or want to get involved in sport. A highly experienced senior executive and educator/academic, James has worked extensively in the corporate, educational and not-for-profit sectors. He was a former senior player (1975-1976) and Director (1996-1997) of the Essendon Football Club.

The Program

MONDAY 27 June 2011

8.00-9.00 REGISTRATION OPENS

9.30 – 10.30 Welcome

JAMES DEMETRIOU, Executive Chair, Sports Without Borders

Acknowledgement of Country

RON MURRAY, Didgeridoo soloist, cultural educator & storyteller

An Hour of Power: The Politics of Reform

SENATOR THE HON MARK ARBIB, Minister for Sport; Minister for Indigenous Employment and Economic Development; Minister for Social Housing and Homelessness

& Panel Session (taking questions from delegates)

SENATOR THE HON KATE LUNDY, Parliamentary Secretary for Immigration and Multicultural Affairs; Parliamentary Secretary to the Prime Minister

Australian sport consists of hundreds of people who don't need the exercise being watched by millions who do. Is that healthy? We have a state holiday for a horse race. Is that economic? We wrote Bradman's average into our migration tests. Is that sane? Let's talk this over and see if we can't straighten it out. Every year Australian governments spend about \$2.25 billion dollars on sport. The Federal Minister for Sport is personally responsible for about 10% of that. Are we getting the most out of those hundreds of millions? Are we encouraging diversity? Are we achieving inclusion? Are we trading bread for circuses? Are we really focussed and inspiring change and development in community sport? The landmark Crawford report of late 2009 set the scene for major reform. Let's hear and speak to the problems and solutions discussed by the people who have the power to fix them.

Facilitated by PAUL KENNEDY, Host of ABC Contact Sport and ABC News Breakfast

10.30-11.00 MORNING TEA

11.00-12.15 2011 Sports Without Borders Leadership Oration *If sport is the answer, what is the Question?*

DR JUSTEN O'CONNOR, Faculty of Education, Monash University

DR RUTH JEANES, Faculty of Education, Monash University

What are some of the commonly held assumptions about sport and physical activity and their value as vehicles for social change within communities? By drawing on various examples, this presentation critiques the process of creating 'sporting inclusion' in community. What are the key issues sporting organisations should reflect on if seeking to develop inclusive sporting opportunities that connect with 'hard to reach' communities? A multi-layered framework for considering sport and physical activity opportunities within community will be highlighted.

A critical understanding of these multiple and multi-layered influences can help to shed new light on thinking about sport and physical activity within community settings.

12.15-1.15 LUNCH – Hosted by the City of Moonee Valley and **Official Welcome to the City by MAYOR JOHN SIPEK** – Take time out prior and post conference to explore the great shops, restaurants and facilities of this great city and community.

The Program

MONDAY 27 June 2011 (continued)

1.00 - 2.15 **Solutions Workshop**

Best and Next Practices for Increasing Participation and Inclusion

Include Us: More Women – DR SUE DYSON, Research Fellow, Faculty of Health Science, Australian Research Centre in Sex, Health and Society, La Trobe University

Include Us: More Indigenous people – JASON MIFSUD, National Community Engagement Manager, Australian Football League

Include Us: More People with All Abilities – PAUL FLEUY, CEO, Inclusion WA

Include Us: More People from Culturally and Linguistically Diverse Communities – CARMEL GUERRA, Executive Director, Centre for Multicultural Youth (CMY)
GRANT HACKETT, Head, Sports and Entertainment, Westpac

Our panellists uncover the key issues that are preventing participation and inclusion in grassroots sports clubs, offering up solutions that can be implemented now, TODAY, to improve participation in a range of sports. This will be followed by an audience participation session, allowing delegates the opportunity to ask the experts exactly how we can chip away, crash through or go around the barriers.

Facilitated by **BRETT DE HOEDT**, Mayor, Hootville

2.15-2.45 AFTERNOON TEA

2.45-3.35 **Social Inclusion Answers.**

PLUS: Social Media. Volunteering and Social inclusion - Using New Tools to Increase Participation and Inclusion

CHRIS GILLARD, Co-CEO and Creative Director, Project Project

RAEF AKEHURST, Co-CEO and Technical Director, Project Project

SUE VARDON AO, Chair, National Volunteering Strategy Consultation

JUDY FLANAGAN, General Manager, Sport Leadership, Australian Sports Commission

Who says you can't teach an old dog new tricks? Discover the top 10 social media actions and volunteer recruitment strategies any club can do to establish a more vibrant, diverse and inclusive community through sport. Find out how to use social media and volunteers to provide greater access to excluded communities, as well as boost your army of volunteers and supporters.

Facilitated by **BRETT DE HOEDT**, Mayor, Hootville

3.35 – 4.30 **Just Do It! How to Find the Inspiration and Energy to Keep on Going**

MARTIN FLANAGAN, journalist, author, social and community inspirer

Introduced by **THE HON HUGH DELAHUNTY**, Victorian Minister for Sport and Recreation

When the going gets tough, it's sometimes hard to keep on going. At those times, it's not so much the love for the game as the love for the people around the game that keep us going. Hear one of Australia's leading sports lovers and communitarians on how to rediscover the passion and inspiration that got you where you are in the first place. Learn how to go further, go fairer, or if it's just hard going – simply survive.

4.30 CLOSE

About Us



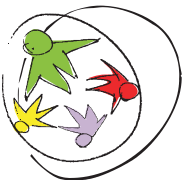
Sports Without Borders

Sports Without Borders is a national not-for-profit organisation, auspiced by the Australian Multicultural Foundation (AMF) and dedicated to providing support for young people from migrant and refugee backgrounds who are involved in or want to get involved in sport.

Sport has played a vital role in multicultural Australia, empowering many newly arrived Australians to develop an identity and sense of active belonging. Sports Without Borders fosters this process by providing funding and services to young people from culturally and linguistically diverse backgrounds.

The Sports Without Borders Foundation aims to foster accessible, multilingual resources and services, (more) funding pathways, direct financial support, training/mentorship programs and sponsorship contacts to refugee and migrant communities by:

- Developing an understanding of the particular barriers to participation in sport experienced by refugee youth in Australian society;
- Developing and implementing innovative platforms and initiatives to help overcome those barriers by highlighting the messages and opportunities arising through sport;
- Developing linkages, associations and agreements with public, private and community organisations and funding bodies to increase support for these objectives;
- Raising community awareness of issues relevant to the activities of the Foundation;
- Facilitate Peace building and humanitarian initiatives;
- Pursuing associated educational and research activities and opportunities;
- Providing support for and opportunities to students and academics studying and working in fields conducive to the attainment of these objectives.
- Creating, publishing and disseminating information in connection with these objectives;
- Soliciting grants, donations, gifts and bequests to the Foundation for the purpose of achieving the objectives.



Our Community

Our Community is a pioneering social enterprise that provides advice, tools and training for Australia's 600,000 community groups and schools, along with community-related services for individuals, business and government. We are a movement builder working to empower the community sector to fashion its own future, in partnership with the people, organisations and agencies that possess likeminded goals and values. Our major offerings include:

- **www.ourcommunity.com.au** – helpsheets, books, training and tools for Australian community groups
- **[GiveNow.com.au](http://GivNow.com.au)** – helping individuals and businesses give more, give smarter, give better, Give Now! Free online donations for Community Groups.
- **Australian Institute of Grants Management** – grants management services and online grants management solutions for government and philanthropy
- **Australian Institute for Corporate Responsibility** – intelligent, contemporary corporate responsibility services for businesses

Conference Info

> **Venue:**

Moonee Valley Racing Club, Members Gate 1, McPherson Street, Moonee Ponds VIC.

> **Price:**

- **Individual Price - \$248**

- **Social Justice Group Package for Sports Groups and Local Government: Pay for five and get one free entry for a student, volunteer or excluded group member eg. CALD, Indigenous, Women, All Abilities) - \$1240**

* All prices GST inclusive.

> **Parking and Public Transport:**

CAR: Melway Ref: 29A7; free all-day parking available at venue

TRAM: Route #59 Airport West-City; Catch the tram from anywhere on Elizabeth St in the city & get off at Stop 33 (Moonee Ponds Junction). Walk down Dean St, turn left into McPherson St; enter at Members Gate 1

TRAIN: Catch a Broadmeadows/Craigieburn Line train from any City Loop station & get off at Moonee Ponds Station. Walk down Puckle St (becomes Dean St) through shopping strip & turn left at McPherson St; enter at Members Gate 1.

Contact Viclink for info on timetables, ticket prices and maps www.viclink.com.au. Phone 131 638

> **Inclusions:**

Registration cost includes lunch and refreshments.
Price includes GST.

> **Commitment to Access & Equity:**

The organisers and supporters of this conference are committed to access and equity and as much as possible will be done to meet the needs of all delegates. Please contact Alan Matic if you require special assistance – phone (03) 9320 6805 or email alanm@ourcommunity.com.au. In order to ensure that all needs can be met, please note that we require six weeks' notice for most special needs requests.

> **Take Away Reference Material:**

In line with our sustainability objectives, presentations made available for distribution to delegates will not be printed but will instead be available via email post the event.

> **Bookings, Cancellations & Refunds:**

Cancellation notice of more than 10 working days prior to the event is 50% refundable; cancellation notice of less than 10 working days prior to the event – NO REFUND. Substitution of attendees is allowed; written notice is required for cancellations and substitutions; no transfers between events.

> **Split Tickets:**

Split tickets are not permitted given the low cost of the program.

> **General Enquiries:**

Please email service@ourcommunity.com.au or phone (03) 9320 6800.

> **Program:**

We aim to keep to the published program, however please note that speakers and timing may change without notice.

> **Accommodation:**

For all accommodation needs, go to www.ourcommunity.com.au/accomswb2011

Conference Alliance Partners:

