

EXTENDED PROGRAM NOTES

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Welcome and ethos

Hello and a very warm welcome to the Beechworth Festival of Change!

We all want to be part of a fair, just and compassionate society. We all want to live and thrive on a sustainable planet and ensure future generations are free to do the same. People from all walks of life are deeply frustrated that inaction on the most urgent issues is pulling us away from our shared vision of a fair, just and sustainable world.

It's clear we need to take responsibility for our own futures; we need to work together to drive change towards the values we want to prevail. There is no they or them that ought to do something, just us, all of us, and by working together we can convert apathy to empathy, and inertia to action to create a better world.

The Beechworth Festival of Change will focus on two key ingredients for change making: **building practical change-making skills and building networks of change makers.**

We've got a fantastic line up of local, national and international presenters plus a motivated bunch of people coming along to participate in the learning with a positive and collaborative mindset. Everyone has got something to add to this discussion and everyone's unique contribution is valued.

The Festival philosophy is centred on the idea of giving – come along, learn some skills, build some networks and then go forth and give your energy, ideas and capacity back to your community to make a real difference.

Best wishes and happy change-making,

Trudi Ryan, Paul Ryan, Sarah Thompson and Mike Williams
Festival Planning & Co-ordination group

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Facebook: <https://www.facebook.com/BeechworthFestivalOfChange>

Twitter: <https://twitter.com/festofchange>

#bfoc2019

***“What you do makes a difference,
and you have to decide what kind
of difference you want to make.”***

- Jane Goodall -



Thank you to the collective powerhouse of people and organisations that have come together in a spirit of generosity and collaboration to create the Beechworth Festival of Change.

BEECHWORTH FESTIVAL OF CHANGE PLANNING & CO-ORDINATION



FUNDING SUPPORT GENEROUSLY PROVIDED BY



THANKS FOR LOGISTICAL SUPPORT



THREE CHEERS FOR THE KEY SUPPORTERS



Big love and huge thanks to our wonderful volunteers

Thank you to our volunteers who have put their hand up to manage venues, assist presenters, source and provide equipment, help with morning and afternoon teas, support the projection event, offer ideas and enthusiasm and generally help out in the spirit of collaboration for the greater good.

Special thanks to Jack Nelson for offering to co-ordinate this huge volunteer effort. Look out for our friendly volunteers, they'll be wearing Festival volunteer t-shirts with a special message inspired by (or rather, in spite of) the US first lady.



Logistics: how do I...?

The Festival runs on a model of adult learning that emphasises self-direction. You decide which sessions you'd like to attend and make your own bookings. Come to one session, come to all, it's up to you. We'll provide morning and afternoon teas in the how-shops but ask that you make your own lunch and dinner arrangements, as well as your own travel and accommodation arrangements. There are many wonderful cafes, pubs and restaurants in Beechworth, so please get around to as many as you can to spread the economic benefits of the Festival throughout town.

Planning

Please check out the [program](#) provided in this booklet. Click the event titles to access EventBrite to read further information about each session, content, presenter, venue, times, dates and cost and make your bookings. This information is also provided in this booklet. **How-shops run concurrently, please double-check your bookings to ensure you only book yourself into one how-shop per time slot, thanks.**

Pricing structure

This is the most affordable best-value adult learning opportunity you'll find! There's just one simple price level for the Festival Pass, How-shops, and the two full day workshops. So whether you're a student, senior, non-profit organisation, community group, a plucky little for-profit working mostly low-bono for non-profits (you know who you are), or from the public sector or a for-profit business, it's the same low cost:

***Festival Pass**

- \$15

***How-shops (1-hour)**

- \$15

***How-shops (2-hour, where indicated)**

- \$25

***Full-day workshops**

- \$60

**Please note, GST plus EventBrite Booking fees will be added to this price on check out.*

How do we do it at these low, low prices?

The Festival is a not-for-profit event run by volunteers, supported by the strategic vision of our funding bodies and enabled by the generosity and shared commitment to positive change-making of our presenters and key supporters. It's pretty magical really.

Bookings

Please note, you need to book for both paid and free sessions because venue capacities are limited.

Step. 1 [Book a Festival Pass](#). All attendees need to purchase a Festival Pass, this is your contribution towards venue hire, insurance, presenter travel costs and other Festival expenses. It also covers your entry into events such as the Big Ideas talks, Special Events and the Cross-Pollination sessions (please note, places are limited and bookings are still required for these free events).

Step 2. Book your sessions of choice. Please ensure you check times as there are concurrent sessions on offer. Please book soon as places are limited and demand is high. (Handy tip – you can use the EventBrite app to keep track of all your bookings.)



Cancellation policy

We will refund your booking up until 24hrs before an event if notified by email: contact@beechworthfestivalofchange.com.au. Please let us know as early as possible if you are not going to attend an event as most sessions will have waiting lists. We also reserve the right to change aspects of the program including substituting presenters if required.

Catering

Morning and afternoon tea will be provided in How-shop venues and served by Beechworth community volunteers. **Please note, given our very limited budget we are not able to cater for special dietary requirements.** Please bring your own morning and afternoon teas if you have special dietary requirements, thank you.

Staying in touch

We will use [WhatsApp](#) to communicate program changes, reminders, Festival news and highlights and to alert you to other goings on; you can also post to the group via WhatsApp. Please download WhatsApp and provide your mobile number when you book through EventBrite and we will add you to the Festival WhatsApp group (unless you tell us not to via contact@beechworthfestivalofchange.com.au).

Join in the discussion online

Please like and follow us on Facebook and Twitter and share posts to your networks.

Web: www.beechworthfestivalofchange.com.au

Facebook: www.facebook.com/BeechworthFestivalOfChange

Twitter: <http://twitter.com/festofchange>

Event hashtag: **#bfoc2019**

Drop into the Festival Hub

Our Festival HQ for the week will be the green shopfront diagonally opposite the Beechworth Post Office at the roundabout in the centre of town (you can't miss it). You can pop into the Hub to pick up your name-tag, grab a map and a program, ask for directions, leave a message for someone or just have a chat. Sincere thanks to local businesses Beechworth Waygu and OzTech for sponsoring the Festival Hub for the week.

Into Our Hands Community Foundation

The Festival is a not-for-profit event but any profit that is made will be donated to [Into Our Hands Community Foundation](#) for reinvestment into the communities of Indigo, Wangaratta and Alpine Shires. Please consider making a separate donation to the

Foundation to support their vital community capacity building work. You'll have an option to do this when you book your tickets to free events, thank you.

Community-driven, volunteer-run, not-for-profit

Please keep in mind this Festival is co-ordinated and run by volunteers. Please consider how you can help during the week to ensure everything flows smoothly. Please lend a hand and remember that most of our venues are small community halls run by volunteer committees. Five minutes stacking chairs, sweeping floors or washing dishes will make a big difference and will be much appreciated.



Program: Beechworth Festival of Change
1–4 April 2019 Beechworth, Victoria

Welcome to the [Beechworth Festival of Change](#). Please note, [bookings are required for all paid and free events](#) due to venue restrictions and all attendees need to book a [Festival Pass](#). Click the links below for further information and bookings. Thank you and see you in April!

MONDAY 1 APRIL	Event	Venue
9:00am–4:00pm	FULL DAY WORKSHOP: Digital Storytelling . Digital Storytellers	Beechworth Rotary Hall
5:00pm–5:30pm	BIG IDEAS: ' Why a Festival of Change? ', Paul Ryan, Australian Resilience Centre	Beechworth Town Hall
5:30pm–6:00pm	BIG IDEAS: ' Storytelling for Impact ', Natasha Akib, Digital Storytellers	Beechworth Town Hall

TUESDAY 2 APRIL	Event	Venue
8:30am–9:15am	CROSS-POLLINATION: Meet and greet, we're all in this together ; facilitated network session	Beechworth Honey Courtyard
9:30am–4:30pm	FULL DAY WORKSHOP: Changeology Incubator . Les Robinson, Changeology	Masonic Lodge, Beechworth
	COMMUNITY OF PRACTICE MEETINGS – closed sessions: Resilience and Transformation; Community Philanthropy; Fair Food; Social Enterprise;	Various
5:00pm–5:45pm	BIG IDEAS: ' It's a wonderful life: how learning networks can save us and give us hope ' Prof Bruce Goldstein, University of Colorado, Boulder USA	Beechworth Town Hall
5:45pm–6:30pm	BIG IDEAS: ' The role of philanthropy to support change: Transfer of wealth and the power of community philanthropy to transform regional futures ' Brian Frederick, Ohio USA	Beechworth Town Hall
8:00pm–10:00pm	SCREENING: BackTrack Boys MA15+ followed by Q&A with BackTrack Youth Works	Beechworth Town Hall

WEDNESDAY 3 APRIL	Event	Venue
8:45am–9:45am	CROSS-POLLINATION: Change on the Move – walk-shop and talk-shop through Beechworth ; facilitated network building session	Beechworth Honey Courtyard
	HOW-SHOPS (bookings essential):	
Venue	Beechworth Honey Hive Kitchen	Masonic Lodge Rotary Hall Old Beechworth Gaol
10:00am–11:00am	HOW-SHOP	HOW-SHOP Message Framing
		Venues as noted

	Adapt, Improvise and Overcome: Harnessing Creative Governance for Innovation and Compliance Matt Grogan & Helen McGowan	Community connections as the foundation for change Robin Parkin	for Change Trudi Ryan	Understanding Social Enterprise (2-hour session) Matt Pfahlert	
11:00am–11:15am	FESTIVAL-WIDE MORNING TEA – PROVIDED IN HOW-SHOPS				
11:15am–12:15pm	HOW-SHOP Values, Rules, Knowledge: Decisions for Change Michael Dunlop	HOW-SHOP How do we do this Collective Impact Thing? Sharon Fraser	HOW-SHOP The Politics of Change, the Change of Politics Alana Johnson	HOW-SHOP <i>continued</i>	Venues as noted
12:15pm–1:15pm	FESTIVAL-WIDE LUNCH BREAK – PLEASE MAKE OWN ARRANGEMENTS				
Venue	Beechworth Honey Hive Kitchen	Masonic Lodge	Rotary Hall	Beechworth Salvation Army Hall	
1:15pm–2:15pm	HOW-SHOP Pathways for Change Russell Gorddard & Paul Ryan	HOW-SHOP Resourcing Change: How do Communities Build Assets and Resources for Change? (2-hour session) Brian Frederick	HOW-SHOP Grant writing tips and tricks to get your change-making project funded Tammy Atkins & Sue Gold	HOW-SHOP Data-driven, Smarter Community Decision-making Kristi Mansfield & Adam Peatson	Venues as noted
2:15pm–2:30pm	FESTIVAL-WIDE AFTERNOON TEA – PROVIDED IN HOW-SHOPS				
2:30pm–3:30pm	HOW-SHOP Netweaving your Networks from a Systems View Bruce Goldstein	HOW-SHOP <i>continued</i>	HOW-SHOP Add buzz to anything! Les Robinson	HOW-SHOP Are we there yet? Measuring Change Kathy Knox	
WEDNESDAY 3 APRIL	Event				Venue

Continued		
3:45pm–4:45pm	Change in Conversation: Bernie Shakeshaft BackTrack CEO & Founder and Francesca Andreoni, BackTrack Youth Works	Empire Hotel, Balcony
3:45pm–4:45pm	Community Asset Ownership talk and tour: Old Beechworth Gaol	Old Beechworth Gaol
5:00pm–6:00pm	Business-As-Usual on Trial at the Beechworth Courthouse	Beechworth Courthouse
6:00pm–7:30pm	FESTIVAL-WIDE DINNER BREAK – PLEASE MAKE OWN ARRANGEMENTS	
7:30pm–9:00pm	Light My Way: Community Projection Event and Light Show , free, bookings not required	Police Paddocks

THURSDAY 4 APRIL	Event				Venue
8:45am–9:45am	CROSS-POLLINATION: Change Exchange – secret herbs and spices for change-making ; facilitated network building session				Beechworth Honey Courtyard
	Beechworth Honey Hive Kitchen	Masonic Lodge	Rotary Hall	Old Beechworth Gaol	
10:00am–11:00am	HOW-SHOP Time, talent, treasure: contemporary community philanthropy Natalie Egleton & Ben Rogers	HOW-SHOP Co-creation for Change Michelle Dunscombe & Dee Brooks	HOW-SHOP Organising for Change (2-hour session) Nick Moriatis	HOW-SHOP Understanding Social Enterprise (2-hour session; repeat of Weds am session) Matt Pfahlert	Venues as noted
11:00am–11:15am	FESTIVAL-WIDE MORNING TEA – PROVIDED IN HOW-SHOPS				
11:15am–12:15pm	HOW-SHOP Social Change: How Marketing can Help Sharyn Rundle-Thiele	HOW-SHOP Building a community movement for place-based change Lisa McKenzie & Carla Miles	HOW-SHOP <i>continued</i>	HOW-SHOP <i>continued</i>	Venues as noted
12:15pm–1:15pm	FESTIVAL-WIDE LUNCH BREAK – PLEASE MAKE OWN ARRANGEMENTS				
1:15pm–2:45pm	CROSS-POLLINATION: Bringing it all together – a roadmap for empowering positive social and environmental change ; facilitated network building session				Beechworth Honey Courtyard
3:00pm–4:00pm	CROSS-POLLINATION: Sign of the times – a drink, a think and some ink – what we want others to feel, know and do about change ; facilitated network building session				Empire Hotel Balcony, Beechworth

Session descriptions and presenter bios

Cross pollination – facilitated network sessions

– all welcome

Free with your Festival Pass, but please book (click on the links for the sessions below)
Thank you to Beechworth Honey for providing the cross-pollination venue – bee the change!

1. Meet and greet: we're all in this together

**Beechworth Honey Courtyard, cnr Ford and Camp St Beechworth,
8:30–9:15am Tuesday 2 April**

Networks are the machinery of change and we are all about change here at the Beechworth Festival of Change! This first cross pollination session will be a great chance to meet change-makers from all over that are converging on Beechworth for the week. So grab a coffee on your way, get chatting and make a festival friend, a Beechworth buddy or a change chum that you can talk all things change with over the week.

2. Change on the move: walk-shop and talk-shop through Beechworth

**Beechworth Honey Courtyard, cnr Ford and Camp St Beechworth,
8:45–9:45am Wednesday 3 April**

Let's walk and talk people. This session will be an easy stroll around some of Beechworth's most interesting landmarks and beautiful streetscapes and a chance to make big and small change chat with other festival goers.

3. Change Exchange: secret herbs and spices for change-making

**Beechworth Honey Courtyard, cnr Ford and Camp St Beechworth,
8:45–9:45am Thursday 4 April**

Change doesn't just happen, it needs ingredients and this session is a change-making cooking class where you can stir those ingredients together and create something delicious. Plate up, and try your ideas out in our friendly and supportive test kitchen – guided by marketers, funders, scientists, communicators, planners, plus the all-important 'people panel' for the ultimate reality check. Come along with your change idea or work with someone else on theirs, either way you come away with a recipe for change and something intellectually tasty to snack on.

4. Bringing it all together: a road map for empowering positive social and environmental change

**Beechworth Honey Courtyard, cnr Ford and Camp St Beechworth,
1:15–2:45pm Thursday 4 April**

The Festival is coming to a close, it's been a rollercoaster ride of emotions, you've laughed, you've cried, tuned in and tuned out, had some great chats, good food and maybe a little too much wine, but what the hell does it all mean? Can we get together now to see a bigger picture, to create some deeper meaning and a path forward so that positive change isn't confined to moments and campaigns but becomes a way of life? This session will use the '3 Horizons' approach to help us reflect on and integrate our collective thoughts on where to from here.

5. Sign of the times: a drink, a think and some ink – what we want others to feel, know and do about change

Empire Hotel Balcony, Beechworth, 3:00–4:00pm Thursday 4 April

Time to tell it like it is folks, this is our chance to create a legacy and spread the key messages from the Festival far and wide. We'll get creative about change with headlines, social media, videos and placards to spread the word. Get your change on!



Community of Practice meetings

Several national Communities of Practice will be meeting in Beechworth on Tuesday 2 April then staying on to participate in other Festival sessions. While these meetings are closed sessions we invite all Festival attendees to join the Communities of Practice in the facilitated Cross Pollination sessions where we will tackle the big change-making questions and build a network of networks, ably guided by Associate Professor Bruce Goldstein, from Uni Colorado Boulder USA, who co-founded the [Netweaver Network](#), the international social impact learning network.

A warm welcome to:

The Resilience Planning Community of Practice

The [Resilience Planning Community of Practice](#) applies the science of resilience thinking, adaptation and transformation to the planning and management of social-ecological systems. The RPCoP formed in 2012 to provide a forum for resilience practitioners to learn from each other, collaborate and innovate together. It includes practitioners, researchers, policy-makers, and people working on-ground to make a difference across local, regional, state, national and international scales.

'The Nature of Change, the Change of Nature'

The Resilience Planning Community of Practice (RPCoP) will meet at the Beechworth Festival of Change to discuss the challenge of managing natural systems undergoing rapid change and our need to adjust our thinking and institutions to keep pace with the rate and scale of this change.

As we move into a hyperconnected, increasingly volatile and rapidly changing world, how do we best think about and address the challenges of protecting the ecosystems that sustain human wellbeing and allow nature to thrive and evolve? Are the central ideas of conservation still valid in such a rapidly changing world? What science do we need, what policies do we need, and how do we engage with the wider public to shift values so that protecting and managing rapidly changing natural systems becomes core business for government and the community? We will hear a range of perspectives and dive deep into these and other issues to produce practical guidance and advice for those working on these issues at a range of scales.



Fair Food

The Fair Food movement in Australia has gathered enormous momentum in recent years as both consumers and a vast range of sectors, including agriculture, health care, education, policy, environment, community development, animal welfare - to name a few, have acknowledged the value of a collaborative, fair food system as a critical requirement for ongoing sustainability.

National representatives from various organisations such as Australian Food Sovereignty Alliance, Open Food Network, Sustain, Farmer Next Door, Food Bank, ORI Co-op, Food Connect and numerous Food Cooperatives will congregate to contribute to the Festival. While in one place, they will hone in on the key topics of: 1. Collaboration of existing initiatives at a national scale, 2. Climate change impact on small scale producers, 3. Creation of paths to market, 4. Support for leadership within Local Food Systems and 5. Solutions for logistics management.



Alpine Valleys Community Leadership Program Alumni

The Alpine Valleys Community Leadership Program is a regional community leadership program designed to foster the development of a vibrant network of community and business leaders across Northeast Victoria and its border regions. The first Alpine Valleys Community Leadership Program was delivered during 1998-1999. Since then eighteen further Annual Leadership Programs have been delivered, creating a strong network of 391 AVCLP Alumni contributing to their communities. With the addition of this year's graduates, we will reach over 400 AVCLP Alumni.

During our Festival of Change network meeting, the AVCLP Alumni will hear from some of our region's finest change makers on how to facilitate change in small rural communities, business and industry. www.avclp.org.au



The Social Enterprise Network of Victoria (SENVIC)

With global best practice and local leadership, we seek to address the lack of a practitioner network designed to support regional communities; providing access to education and capacity building resources for social entrepreneurs across Victoria. SENVIC's purpose is to build peer-to-peer networks; relevant and on-demand learning and development programs; and a way for Victoria's social enterprise practitioners to influence sound policy and sector development.



Community Philanthropy Roundtable

Philanthropy is here to support the creators, dreamers and change agents with projects that can develop their community and make it a better place for everyone and this network wants to learn more about the needs and dreams of our region.

During the Festival, [Into Our Hands Foundation](#) and [Border Trust](#) are pleased to host their annual Philanthropy Roundtable, a meeting of local philanthropic and community foundation organisations. The Roundtable will discuss philanthropy strategies, challenges, shared agendas and capacity building for the sector. This network meeting will be home to all things community philanthropy and is deeply committed to exploring how philanthropy can have a role in supporting regional and rural communities with their development, aspirations and change agendas. The discussion will also focus on how to activate a culture of giving and explore what models and approaches may support us with this goal.

This network is coming to the Festival because philanthropic foundations and their investments are key players who can help communities plan for and resource change. Giving is also a mechanism for local people to resource their own community projects.



BIG IDEAS 1.

Why a Festival of Change?

Monday 1 April 5:00–5:30pm, Beechworth Town Hall

Free, but bookings required due to venue restrictions.

[BOOK HERE](#)

Presented by Paul Ryan

[Australian Resilience Centre](#),
[Resilience Planning Community of Practice](#)

We all want to live in a fair, just and sustainable world. But a quick glance at the daily news will tell you that is not the world we live in now, nor is it the one we are leaving to our children. We need change, real change; deep, lasting, meaningful, significant change that rights the wrongs, balances the scales, puts people over profit and the long-term over the short-term, that inspires generosity, empathy, cooperation and care rather than their alternatives.

The Festival of Change was inspired by our experience working with people and organisations trying to make positive social and environmental change in all sorts of places and at all sorts of scales. We see familiar patterns in the challenges these people face: an inability to break out of the pervasive business-as-usual approaches, a sense of isolation and lack of connection to other change-makers and those able to resource change, and a need to brush-up on the skills required for sparking ideas and making change happen. The Festival program is designed to tackle these challenges head on. Our aim is to inspire people in this beautiful setting, create opportunities for people to connect, learn and share their experience, and to gain something new to help them on their change-making journey.

Paul Ryan

Director, Australian Resilience Centre

Paul is passionate about social and environmental change. He works with people and organisations at all levels to prepare for and create a future that is fair, just and sustainable. Paul has facilitated over 550 days of resilience, adaptation and transformation training, assessment and capacity building with local communities, farmers and land managers, local, state and federal government agencies, research institutions, not-for-profits, and international organisations.

Paul divides his time between the Australian Resilience Centre and the Stockholm Resilience Centre in Sweden where he works on new approaches to building social-ecological resilience in Africa and South East Asia.



BIG IDEAS 2.

'Storytelling for Impact'

Monday 1 April 5:30–6:00pm, Beechworth Town Hall

Free, but bookings required due to venue restrictions.

[BOOK HERE](#)

Presented by Natasha Akib

[Digital Storytellers](#)

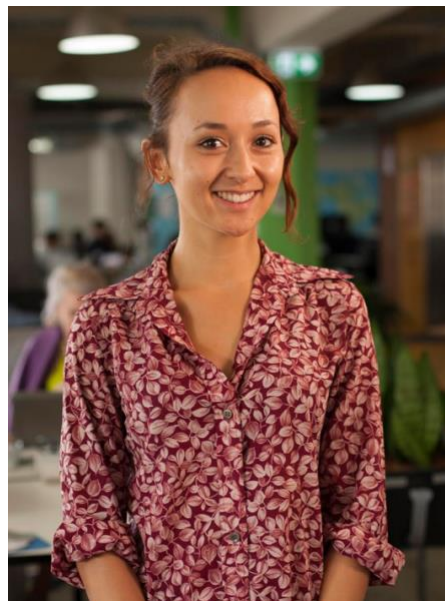
What is the role of storytelling in creating a better future? We're all storytellers and we all love a story. Natasha Akib from the Digital Storytellers, a Sydney-based purpose-driven film-making agency, will tell the tale of how can we shape a better world through the power of telling stories.

Modern storytelling uses modern technology to spread your story further. You'll be introduced to tools that you can use to start crafting the story of your change-making project, cause or organisation. By empowering a wider community of storytellers, telling stories that matter, we can create a better narrative for the world.

*Digital
Storytellers*

Natasha Akib

Natasha Akib is a digital producer who believes in empowering individuals and communities to tell their own stories, rather than having them told on their behalf. She specialises in using the skills of film production, media and marketing to create a better world and is responsible for developing, producing and facilitating Digital Storytellers' smartphone storytelling workshops and capacity building projects - Stories for Impact. Clients for which she has been primary workshop facilitator include Vivid Ideas, the Central Land Council, Uniting Ability Links, SEALIFE, Engineers Without Borders, and Sydney University's Department of Entrepreneurship and Innovation.



BIG IDEAS 3.

'It's a wonderful life: how learning networks can save us and give us hope'

Tuesday 2 April, 5:00–5:45pm, Beechworth Town Hall

Free, but bookings required due to venue restrictions.

[BOOK HERE](#)

Associate Professor Bruce Goldstein

[Environmental Design and Environmental Studies,](#)

University of Colorado Boulder, USA

I'm a professor of environmental studies, which is kind of like having courtside seats to the apocalypse. I've spent much of my professional life searching for something that could give me hope, to push back against the sense of dread, isolation and lack of purpose that I feel in light of the looming challenges we face. After years of searching, I found something that does give me hope – both because I see how it can nurture new possibilities for life on earth, and being engaged with it gives me the sense of community and connection that I crave. What I've found are collaborative learning networks, which are ways of organizing that can amplify the potential for transformative change by disrupting old habits, fostering new relationships, and enhancing our personal freedom while promoting collective action. In this talk, I'll tell you a little about collaborative learning networks and provide some examples, and point out the importance of network facilitators or "netweavers" for maintaining a healthy network. I'll also provide some early findings from a project that I've started, which gives netweavers a professional community of their own, where they can share ideas on how to design and facilitate networks that catalyze transformative change.

Associate Professor Bruce Goldstein

Bruce Goldstein is Associate Professor in the [Program in Environmental Design](#) and the [Program in Environmental Studies](#) at the University of Colorado Boulder. He examines how can communities combine forces to adapt to social and ecological challenges and foster transformational change. He pursues this question through research partnerships with learning networks, which enable place-based learning and system-wide adaptation to innovate solutions that are site-specific and applicable network-wide. He partners with netweavers who are attempting to promote positive change across critical social and ecological thresholds.



Environmental Studies Program
UNIVERSITY OF COLORADO BOULDER



BIG IDEAS 4.

'The role of philanthropy to support change: Transfer of wealth and the power of community philanthropy to transform regional futures'

Tuesday 2 April, 5:45–6:30pm, Beechworth Town Hall

Free, but bookings required due to venue restrictions.

[BOOK HERE](#)

Presented by Brian Frederick, Ohio USA

<https://www.bfrederick-consulting.com/>

Hear inspiring stories of how communities have transformed themselves using community philanthropy approaches. Brian Frederick brings over 30 years experience with community foundations, philanthropy and fund development approaches to share his insights into how we can activate our community's dream switch, foster a culture of giving and deliver on community goals and aspirations for North East Victoria.

Brian will share his firsthand experience of donors, businesses and communities in rural and regional USA who have supported a community change process via philanthropy models and approaches. During his talk he will touch on transfer of wealth, the role of business owners and local industry, and everyday stories of local people giving to support community goals and address community challenges. His talk and will inspire our own community to what is possible if we all give!

Brian Frederick served nineteen years as President/CEO of the Community Foundation of Lorain County for 1998 through 2017, growing the organization and increasing assets by 130% and the number of endowed funds to 620, a 200% increase.

During his tenure, the Foundation awarded \$80 million in grants and scholarships and earned an international reputation for innovation and excellence. Brian currently serves on the Board of the Kansas Association of Community Foundations and is a co-founder of My Lasting Legacy, an online platform for storing and sharing inspirational donor stories.



FULL DAY WORKSHOP 1.

'Digital Storytelling'

[BOOK HERE](#)

Monday 1 April 2019

9am–4pm, Beechworth Rotary Hall

Cost: \$60 +GST and booking fee (includes morning and afternoon tea; please make own lunch arrangements)

Presented by Natasha Akib

[Digital Storytellers](#)

Are you ready to unlock your inner storyteller and tell your change-making stories?

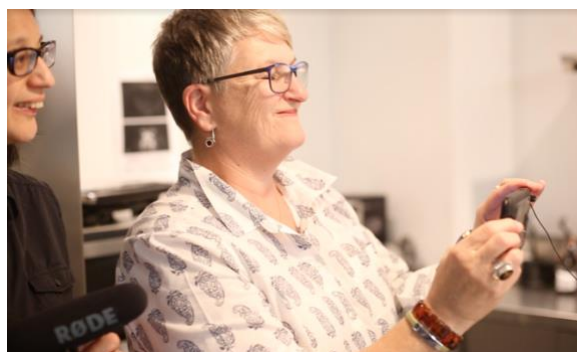
Join the passionate team from [Digital Storytellers](#) and learn how to create short, sharp and shareable videos using your smartphone. You'll learn hands-on how to film interviews, create dynamic footage, record good quality audio and practice the latest tools for editing films using your smartphone or tablet.

Digital Storytellers

Digital Storytellers is a purpose-driven film-making agency. We craft impactful stories with positive narratives to make a difference in the world.

Our mission is to help create a better narrative for the world, through telling stories that matter, and sharing our knowledge and resources to empower a wider community of storytellers.

*Digital
Storytellers*



FULL DAY WORKSHOP 2.

'Changeology Incubator'

[BOOK HERE](#)

Tuesday 2 April 2019

9:30am–4:30pm, Beechworth Masonic Lodge

Cost: \$60 +GST and booking fee (includes 120pp manual, morning and afternoon tea; please make own lunch arrangements)

Presented by Les Robinson, [Changeology](#)

Create your project to change the world

All change involves people DOING things they've never done before! Let's spark some DOING, even amongst the most unlikely folks. In one hands-on day we'll discover new ways of thinking and some practical methods to design collaborative efforts that spread change through communities and society.

You'll work with a wonderful team of collaborators to:

- Understand the psychology of change, including how to avoid resistance and denial.
- Rapidly design a fresh change project from scratch (or fix an existing one).
- Use fun, creative, innovation methods to make your project buzzworthy, game-like, social, and rewarding.
- Make your events and messages irresistible.

Full 120pp manual included in the day.

More details at <http://www.enablingchange.com.au/>

Les Robinson, Changeologist

Les is a specialist in community change and a fun facilitator. You can read all about him at

<http://www.enablingchange.com.au/index.php>.

Les is the author of [Changeology](#), a "crash course in social change thinking".

Changeology

Enabling you to change the world



SPECIAL EVENT 1

[BOOK HERE](#)

Screening: BackTrack Boys (MA15+) followed by short Q&A with Bernie Shakeshaft and Francesca Andreoni, BackTrack Youth Works

8:00–10:00pm, Tuesday 2 April, Beechworth Town Hall

Free, but bookings required, please consider making a donation to BackTrack Youth Works on booking to support their vital work.

(please note, rated MA15+ not suitable for children under 15 years of age)



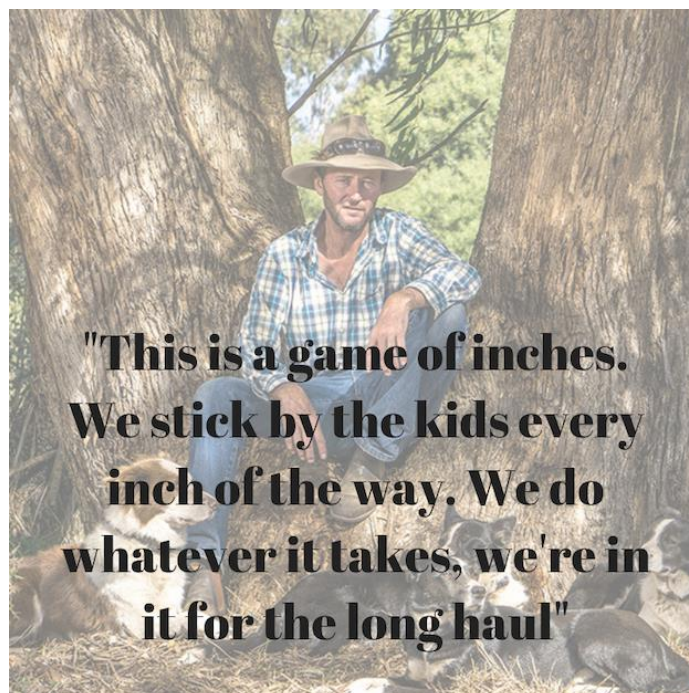
A group of troubled boys are on a perilous course towards jail until they meet up with the rough talking, free-wheeling jackaroo, Bernie Shakeshaft, and hit the road with his legendary dog jumping team. This observational documentary, filmed over two years, follows boys in a youth program that Bernie runs from a shed on the outskirts of Armidale, a rural town in Australia. On the road, the boys find their voice, make great friendships and the dogs become national champions. But as the boy's sleep under the stars at night the trauma is never too far away. With their survival and futures at stake they must constantly step up, push themselves, support each other and some days can be hard. This inspiring coming of age story reveals the challenges and triumphs these boys face as they try to find their place in the world, and the dogs that help tame their wild ways.

SPECIAL EVENT 2
[BOOK HERE](#)

Change in Conversation with Bernie Shakeshaft and Francesca Andreoni, BackTrack Youth Works.

3:45–4:45pm, Wednesday 3 April, Empire Hotel Beechworth, Balcony

Free, but bookings required, please consider making a donation to BackTrack Youth Works on booking to support their vital work.



Come along for an informal chat with Backtrack Founder and CEO Bernie Shakeshaft and BackTrack volunteer Francesca Andreoni. This is a chance to hear the philosophy and approach behind the BackTrack program and the challenges and opportunities in creating change outside the mainstream system.

Backtrack Founder and CEO, Bernie was known as one of the best white trackers in the Northern Territory. On his final job Bernie worked on a dingo tracking research project which inspired some of the very work he does today at BackTrack that he started in 2006. A couple of old Aboriginal bushmen taught him how to track dingoes. "I use the same principles they taught me about wild dogs with these wild kids," he says. You can't chase 'em, you go out in front and calmly draw them in." The elders would get the wild dingoes come right up to them in the bush and they would lay them down quiet in the shade like a farm dog. Years later when Bernie started his youth program this would all come back. Introducing dogs into Backtrack would be a huge turning point and become the cornerstone of the program. All the kids look up to Bernie and his calm, "take no shit" approach seems to work wonders with them. You can never get kicked out of BackTrack and the kids stay as long as they need to. One of the reasons why Bernie is so successful is that he used to be just like them.

The BackTrack program is now over 12 years old and despite their great accomplishments and the dramatic drop in the local juvenile crime rate they receive no government support. Bernie is under great pressure to keep his program funded while more and more kids are walking through their gates. It costs around \$250,000 to incarcerate a young person in juvenile detention per year. Bernie spends a fraction of that cost but with much greater outcomes. Bernie's caring, unconventional style has won over the entire town and there is enormous pride and support. BackTrack has the backing of the council, local businesses, police, magistrates, schools and farmers. Parents of children in the program get to see their kids in the papers for good reasons: winning dog-jumping competitions, meeting the Prime Minister, helping flood-ravaged farmers. The kids get a chance to give back to the community and develop a real connection and respect.



SPECIAL EVENT 3

[BOOK HERE](#)

Community Asset Ownership Walking Tour, Old Beechworth Gaol
lead by Matt Pfahlert, Australian Centre for Rural Entrepreneurship
3:45–4:45pm, Wednesday 3 April, Old Beechworth Gaol
Free, but bookings required

<https://oldbeechworthgaol.com.au>

<https://acre.org.au>

The community asset ownership walking tour will take participants on a guided tour of the Old Beechworth Gaol to share the story, ambitions and learnings so far of the community consortium that bought back this highly valued heritage site with a vision to transform it into a thriving community space for the social and economic benefit of the region.

The site is being re-purposed as an exemplar of social enterprise, impact investment and rural rejuvenation through community owned assets. The precinct aims to become a leading example of how an underutilised historic asset can be leveraged to support regional growth and prosperity through entrepreneurship.



Motivated by a desire to create prosperous, healthy, thriving communities, in 2016 as co-founder and CEO of the Australian Centre for Rural Entrepreneurship (ACRE), Matt Pfahlert led a \$2.5M community buy-back of the Old Beechworth Gaol. A neglected Australian heritage icon famed for its connection to Ned Kelly and the Kelly Gang and located in Matt's hometown.

SPECIAL EVENT 4

[BOOK HERE](#)

Business-as-Usual on Trial

5:00–6:00pm, Wednesday 3 April, Beechworth Courthouse

Free, but bookings required due to venue restrictions

In the dock with you, Business-as-Usual. We charge you with crimes against equality, opportunity, biodiversity, education, health, innovation, imagination and let's not forget your most heinous crime of inaction on climate change.

At this hearing, we will be presented with damning evidence about your direct role in undermining science, perpetuating a do-nothing culture of apathy and indecision and jeopardising a safe, secure and regenerative future for humanity and all the other species with which we share the planet. Though some may speak in your defence, for change can indeed be frightening and challenging, you should be prepared, as great transformations lie ahead. Communities everywhere have had enough of your nonsense, Business-As-Usual, and are getting on with positive social and environmental change regardless.

Appearing for the prosecution will be change-makers starting movements, taking risks, igniting passions, righting wrongs and taking giant leaps forward in any and every direction. We can also expect to hear from your co-accused, including Naked Self-Interest, Undisclosed Political Donation, Outrageous Spin and Multi-National Corporate Greed. While we may be surprised by a defence witness' earnest testimony, be warned, our presiding judge is known for taking quite a tough stand on the crippling nothingness of inertia. Take heed Business-As-Usual, judgement day is upon you.

Thank you to Professor Kate Auty, Commissioner for Sustainability and the Environment, Australian Capital Territory, for agreeing to preside over proceedings and keep us all in order!



SPECIAL EVENT 5

Light My Way: Community Projection Event and Light Show.
7:30–9:00pm, Wednesday 3 April,
Police Paddocks and Beechworth Historic Precinct, Beechworth
Free, no booking required

Try your hand at light painting, join a mobile projection tour or kick back and enjoy the film-fest on the big outdoor screen. There'll be tales of change and connection and much to see and do. This Community Projection Event is free to attend and all are welcome to participate in this fun, family-friendly immersive light show – a first for Beechworth and a fabulous community arts event that everyone can enjoy together.

Sincere thanks to [Regional Arts Victoria](#) for their generosity and creative vision in funding this event, which is an exciting collaboration between the [Little Projector Company - Projector Bike](#), [Beechworth Festival of Change](#), [Into Our Hands Foundation](#), [Beechworth Arts Council](#), [Quercus Beechworth](#) and the talented and creative students of [Beechworth Secondary College](#).



HOW-SHOPS

Skill-building workshops to increase community capacity to self-organise and drive positive social and environmental change

HOW-SHOP 1.

'Adapt, Improve and Overcome: Harnessing Creative Governance for Innovation and Compliance'

[BOOK HERE](#)

Wednesday 3 April 2019

10–11am, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Matt Grogan & Helen McGowan

[Transition Law](#)

At this how-shop we will discuss how you can use governance tools for creativity whilst also complying with the law. Helen and Matt support their clients to use governance tools to provide structure, whilst designing in flexibility for innovation and evolution.

The historical approach to governance, which relies on rules and structures, risks dampening creativity by imposing rigid structures and compliance requirements. How do we encourage innovation? Often we know where we want to go, but because we are charting new territory, we have to design the process to get there. For example, designing the structure for a community energy retailer as Matt has done with Indigo Power.

This process of purposeful evolution is akin to a 'zen-koan' riddle whereby you have to figure out the answer by taking action. It is an iterative and mindful approach, always vigilant for opportunity.



Matt Grogan is a lawyer with Transition Law in Beechworth and Yackandandah. He is a courageous and creative innovator, charting new paths to push the limits of community governance.



Helen McGowan works with Matt and contributes her practice wisdom.



TRANSITION LAW

HOW-SHOP 2.

'Connected communities as the foundation for change'

Presented by Robin Parkin, Hinterland Innovation

<https://hinterlandinnovation.com>

BOOK HERE

Wednesday 3 April 2019

10–11am, Masonic Lodge, Beechworth

Cost: \$15 +GST and booking fee (includes morning tea)

Our society is both more connected and more disconnected than ever. As many as 1 in 4 adults have no one with whom to share important news or life challenges. Though it feels intensely personal, loneliness and isolation aren't an individual problem, they're a societal, structural one.

What's hard about friendships in the modern world? How do we form meaningful communities to support social change?



Robin is a human-centred designer working in social change. He's assisted small social enterprises, medium NGO's, and large organisations to embark on innovation projects that better help connect people to nature, build new friendships, re-design aged care, and shift state-wide narratives.

A gifted group facilitator, Robin honed his skills leading choirs and facilitating groups of young climate activists.



HOW-SHOP 3.

'Message framing for Change'

[BOOK HERE](#)

Wednesday 3 April 2019

10–11am, Beechworth Rotary Hall, Beechworth

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Trudi Ryan

[Words for Change](#)

Communication on social and environmental issues often fails to engage, and at worst, can trigger counterproductive responses. Fear doesn't work, facts don't compel, no-one wants your fight, and humans struggle to comprehend threats that are distant in space and time. In the great swirl of messages out there, we are really up against it.

This how-shop will guide you through a new approach to messaging based on research from the emerging fields of evolutionary psychology and cognitive linguistics. These fields help us understand how words work – mostly beneath the level of conscious thought – to guide reasoning, prime values and ultimately frame public and political discourse. We'll talk metaphors, values, framing and reframing in a practical hands-on session, and you'll learn how to create values-driven messages that change the conversation on social and environmental issues.



Dr Trudi Ryan has a passionate interest in the science of communication. She takes an evidence-based approach to strategic communication applying principles from the latest science on human cognition. Trudi holds degrees in Marketing Communication and Science and has completed a PhD and Post-Doc in Ecology. Trudi has worked in environmental research, education, interpretation, publishing and communication across the public, private and not-for-profit sectors. She is a co-organiser of the Beechworth Festival of Change.



**HOW-SHOP 4. Wednesday 3 April 2019 10:00am-12:15pm,
Old Beechworth Gaol, Beechworth**
[BOOK HERE](#)

**HOW-SHOP 20. Thursday 4 April 2019 (Repeat of Wednesday's session)
10:00am-12:15pm, Old Beechworth Gaol, Beechworth**
[BOOK HERE](#)

'Understanding Social Enterprise'
(2-hour session)

Free, bookings required, morning tea available for purchase at the Old Beechworth Gaol.

Presented by Matt Pfahlert,
Australian Centre for Rural Entrepreneurship
www.acre.org.au

The Understanding Social Enterprise how-shop will engage you in a practical introduction to Social Enterprise and provide you with a snap-shot of what life is like for a social entrepreneur. Delve into the stories of real-life social enterprises to learn how this sustainable business model is being applied in communities around the world to support economic and community development.

On this how-shop you will take part in a lively and participative experience with peers. Deepen your understanding of the realities of setting up and running a social enterprise. Be prepared to share something of yourself and listen to the experience of others as we explore the purpose of social enterprise to better understand where it sits in relation to the corporate, government and not-for-profit sectors.



Matt Pfahlert is a renowned rural advocate, social entrepreneur, educator/presenter & community leader across Australia. Matt is co-founder & CEO of the Australian Centre for Rural Entrepreneurship (ACRE) a social enterprise that exists to build a thriving rural Australia through igniting entrepreneurship in young people & their communities.



HOW-SHOP 5.

'Values, Rules, Knowledge: Decisions for Change'

[BOOK HERE](#)

Wednesday 3 April 2019

11:15am–12:15pm, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Dr Mike Dunlop, CSIRO

Change often requires making different decisions, but usually the options available to us make different decision are limited. Sometimes they are limited because we don't know how to change, sometimes we or others don't want to change, other times we'd be breaking norms or laws. This How-shop will explore how these factors—values, rules and knowledge—shape decisions, where in they come from, how they interact, how they might evolve, and how you might be able to actively influence them to enable change. In this How-shop we will work with changes that you are interested in, diagnosing the way values, rules and knowledge (vrk) might restrict or enable those changes, whose vrk might prevail in decision making, how the vrk interact with each other, and how you might be able to work strategically to help evolve the vrk to enable change.

Colloff, M.J., Gorddard, R. and Dunlop, M. (2018) The values-rules-knowledge framework in adaptation decision-making: a primer. CSIRO Land and Water, Canberra.

<http://dx.doi.org/10.13140/RG.2.2.13783.11688/2>
<https://www.youtube.com/watch?v=3Ivo2U-WN0A&feature=youtu.be>



Dr Mike Dunlop works on the intersection between the social, institutional and biophysical dimensions of climate adaptation. He focuses on helping NGOs, policymakers and managers explore the institutional changes that could help organisations and society prepare for significant but uncertain change. He works with National, State and local governments, NRM organisations and NGOs in Australia and internationally.



HOW-SHOP 6.

'How do we do this collective impact thing?'

[BOOK HERE](#)

Wednesday 3 April 2019

11:15am–12:15pm, Masonic Lodge Beechworth

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Sharon Fraser

Collective Impact has a high profile in social change cross Australia as an approach that will support changes in outcomes at population level. As happens with popularity, many are using the term CI to cover a range of 'traditional approaches' such as service coordination. This session will focus on how to start your work differently to get different outcomes.

The Collective Impact How-shop will have a rhythm where we will gather knowledge from what people know in the room on how to start CI processes, structures and dynamics. We will then learn what success looks like and learn what underpins this success across Australia and Internationally. This will not be an academic exploration but an unpacking of the what we need to do to get this work off the ground. The group will then be asked to do a personal reflection on what they have heard and what they will change in their own practice going forward. Of note participants will not leave with a set of tools- you can download many of these on line. Rather, participants will leave with an understanding of the areas of work, some strategies and questions they can ask of themselves and others as they progress their work building population level change in their own community.

Sharon Fraser is a Social Change Advisor with Opportunity Child and the Principal Consultant, Sharon Fraser Consulting. Sharon has a focus on working with communities, government, peak bodies, NGOs and services, in the design and implementation of collaborative practice and in building united action for social change.

Using on-the-ground experience from implementing Collective Impact within the Australian context, her areas of work include facilitation, coaching, mentoring and training in social change and innovation. Sharon's participatory and co-design approach is strength-based aimed at achieving improved social outcomes. Previous executive roles in health, community health and local government, have focused on leading and supporting transformational change. Sharon has deep experience in assisting people and organisations to hear and understand diverse voices to develop a shared aspiration and way forward.

<https://www.linkedin.com/in/sharonfraserogoldfields>



HOW-SHOP 7.

'The Politics of Change, the Change of Politics'

BOOK HERE

Wednesday 3 April 2019

11:15am–12:15pm, Beechworth Rotary Hall, Beechworth

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Alana Johnson.

Understanding 'New Power' to strengthen democracy.

The growing disaffection with government, political parties and established institutions is coupled with the emergence of alternate paradigms that include the MeToo Movement, Social Enterprise and Cryptocurrency.

These systems seek to be open, participatory, citizen driven and reject traditional governance and managerialism. Utilizing the lens of Old and New Power as proposed by Heiman and Timms, this How-Shop will explore how we can all participate in creating change.

Alana Johnson is a social scientist and public speaker renown for her work in leadership and 'change making'.

Alana is the Chair of the Victorian Women's Trust, a member of the Ministerial Council for Women's Equality, Dep. Chair of the Victorian Catchment Management Council and a founding member of Voices for Indi. She is a fellow of the Australian Rural Leadership Foundation and a graduate of the Australian Institute of Company Directors.

<https://voicesforindi.com/>
<https://www.vwt.org.au/>



HOW-SHOP 8.

'Pathways for Change'

[BOOK HERE](#)

Wednesday 3 April 2019

1:15pm–2:15pm, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes afternoon tea)

Presented by Russell Gorrdard, [CSIRO](#) & Paul Ryan, [Australian Resilience Centre](#)

We all want to make positive change, but we are surrounded by uncertainties, we don't know what the future holds, we don't always know exactly what actions to take and we usually don't know exactly how those actions will turn out in the real world. So how do we make decisions and create positive change under these circumstances? We will present a powerful tool (adaptation pathways) that helps to think, plan and act in uncertain times.

Adaptation pathways is an approach to planning and doing under uncertainty. Originally developed to deal with big infrastructure decisions, like when does London need to replace the multi-billion dollar barrages on the Thames River, adaptation pathways planning is now being used widely to think about many future challenges and change making problems. It is a useful tool that can help you understand what decisions you may have to make and when, what the options are, and how to watch for the signals to change your approach.

In this session we will explore the basic concepts of adaptation pathways and map out the timing and triggers for making some tough decisions. It will be a hands on session aimed at building your understanding of the concepts and practice of pathways planning.



Dr Russell Gorrdard is an agricultural and natural resource economist by training with research interests in sustainability, adaptation to global change and the relationship between knowledge, values and rules in framing the decision context for adaptation planning and action. Russell is based in CSIRO Land & Water in Canberra and has a strong research interest in emerging systems of transactions and exchange in social-economic systems and their implications for adaptation to change.



Paul Ryan is passionate about social and environmental change. He works with people and organisations at all levels to prepare for and create a future that is fair, just and sustainable. Paul has facilitated over 550 days of resilience, adaptation and transformation training, assessment and capacity building with local communities, farmers and land managers, local, state and federal government agencies, research institutions, not-for-profits, and international organisations. Paul divides his time between the Australian Resilience Centre and the Stockholm Resilience Centre in Sweden where he works on new approaches to building socio-ecological resilience in Africa and South East Asia.

HOW-SHOP 9.

'Resourcing Change: How do Communities Build Assets and Resources for Change?' (2-hour session)

[BOOK HERE](#)

Wednesday 3 April 2019

1:15pm–3:30pm, Masonic Lodge Beechworth

Cost: \$25 +GST and booking fee (includes afternoon tea)

Presented by Brian Frederick

<https://www.bfrederick-consulting.com/>

How do you resource change for the long term and create a culture of giving in your community? This how-shop will look at the structures and approaches that enable regional and rural communities to take control of their future and resource their own change process. Specifically it will explore the value and potential of community foundations working in partnership with evidence based information campaigns such as Transfer of Wealth. The extended howshop will also explore how you build community understanding and engagement in donor, endowment giving and philanthropy projects that can support visionary change in your community and help long game projects and ideas become a reality. Hear how similar communities have used the same approach to empower themselves and resource their aspiration and goals with amazing and inspirational outcomes!

Brian Frederick served nineteen years as President/CEO of the Community Foundation of Lorain County for 1998 through 2017, growing the organization and increasing assets by 130% and the number of endowed funds to 620, a 200% increase.

During his tenure, the Foundation awarded \$80 million in grants and scholarships and earned an international reputation for innovation and excellence. Brian currently serves on the Board of the Kansas Association of Community Foundations and is a co-founder of [My Lasting Legacy](#), an online platform for storing and sharing inspirational donor stories.



HOW-SHOP 10.

'Grant writing tips and tricks to get your change-making project funded'

[BOOK HERE](#)

Presented by Tammy Atkins & Sue Gold

[It's On Purpose](#)

Wednesday 3 April 2019

1:15pm–2:15pm, Beechworth Rotary Hall

Cost: \$15 +GST and booking fee (includes afternoon tea)

Keywords: Grant writing, funding, preparation, planning

Ever wanted to know how to identify and develop successful funding applications? Are you grant ready? Sue Gold and Tammy Atkins from local business, It's On Purpose, will share strategies, tips and techniques for successful grants. Learn about common mistakes to avoid, and free resources that are available. They'll show you where to search for government grants, how to plan your response, and the main steps in the funding process.

There is much to be done before applying for a grant: if you're reacting to an advertisement in the paper, then you're not ready. Grants should support identified business goals and bring forward projects, including capital purchases. Come along to this workshop to learn further.

Sue Gold and **Tammy Atkins** run It's On Purpose, a local business that works across Victoria and southern NSW helping people to drive change in their community through programs, workshops and business writing.

Together Sue and Tammy bring a wealth of knowledge and connections. They have identified, researched and written grant applications, both independently and collaboratively; they have helped people to develop their research and grant writing skills and have guided them, and others, through the grant application process.



Sue Gold



Tammy Atkins



HOW-SHOP 11.

'Data-driven, smarter community decision-making'

[BOOK HERE](#)

Presented by Kristi Mansfield & Adam Peaston, Seer Analytics

Wednesday 3 April 2019

1:15pm–2:15pm, Beechworth Salvation Army Hall

Cost: \$15 +GST and booking fee (includes afternoon tea)

How to better solve social problems in your community using data and predictive analytics

The data revolution is rapidly changing all industries. In Australia's \$100B NFP sector, the nature of evidence-based, data-driven decision making takes a different form from the commercial sector. Working with data is foundational to making evidence-based, smarter decision making about programs and interventions that will help improve communities and solve entrenched social problems.

In Australia, social sector organisations are in the very early stages of adopting data analytics strategy to improve delivery of services, fundraising, operations and collaborative efforts across organisations. Open source data sets such as census data, health statistics, local government information, crime and justice data can be used and blended with other community data assets to make evidence-based decisions. Learn what data is available, how to access it and apply predictive analytics to your problem.



Kristi Mansfield (Co-Founder & CEO) is an influential social innovator and has a long track record working in the philanthropic and not for profit sector.



Adam Peaston (Co-Founder & Director) developed his passion for Data Analytics and Data Science through his early career in Engineering and Strategic Planning at a global firm of engineers and environmental scientists.



HOW-SHOP 12.

'Netweaving Your Networks from A Systems View'

[BOOK HERE](#)

Presented by Bruce Goldstein, University of Colorado Boulder

Wednesday 3 April 2019

2:30pm–3:30pm, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes afternoon tea)

Systems thinking — seeing the underlying structures that drive our behaviour and the interconnections in our world — is a key skill set to design and facilitate networks that can meet the economic, social, and environmental needs of present and future generations. Understanding systems can help us unlock our network's potential, avoid unintended consequences, and bring about change. The purpose of this How-Shop is to learn a few skills and tools that will allow you to apply systems thinking to your networks. In addition to adding to your network toolkit, I'd like you to develop your understanding of networks potential and increase your ability to use your networks to achieve something in the real world.

Bruce Goldstein is Associate Professor in the [Program in Environmental Design](#) and the [Program in Environmental Studies](#) at the University of Colorado Boulder. He examines how can communities combine forces to adapt to social and ecological challenges and foster transformational change.

Bruce pursues this question through research partnerships with learning networks, which enable place-based learning and system-wide adaptation to innovate solutions that are site-specific and applicable network-wide. He partners with netweavers who are attempting to promote positive change across critical social and ecological thresholds.



Environmental Studies Program
UNIVERSITY OF COLORADO BOULDER



HOW-SHOP 13.

'Add BUZZ to anything'

[BOOK HERE](#)

Presented by Les Robinson, Changeologist
<http://www.enablingchange.com.au>

Wednesday 3 April 2019

2:30pm–3:30pm, Beechworth Rotary Hall

Cost: \$15 +GST and booking fee (includes afternoon tea)

Brilliant all-purpose tricks to spice-up campaigns and activities

Not many people are interested in "same old thing we did last time". Sadly even the most tried and proven ideas, events, tools, messages or campaigns fall on deaf ears simply because they are predictable.

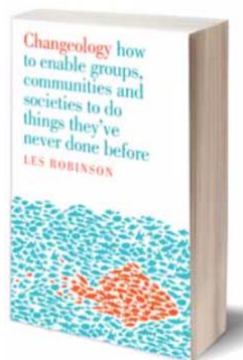
We're going to get you out of the rut or predictability by a facilitation trick - temporarily making it illegal!

Get some practice so you can use this at your next group meeting.



Les Robinson is a specialist in community change and a fun facilitator. You can read all about him at <http://www.enablingchange.com.au/index.php>

He is the author of [Changeology](#), a "crash course in social change thinking".



HOW-SHOP 14.

'Are we there yet? Measuring Change'

[BOOK HERE](#)

Presented by Dr. Kathy Knox, Social Marketing @ Griffith

<https://www.griffith.edu.au/griffith-business-school/social-marketing-griffith>

Wednesday 3 April 2019

2:30pm–3:30pm, Beechworth Salvation Army Hall

Cost: \$15 +GST and booking fee (includes afternoon tea)

To measure is to know: Are we there yet?

Deciding what to measure, how, and why are important steps in designing evaluation of change efforts. Program logic and evaluation frameworks are instruments to help organise evaluation work.

In this session we introduce program logic and evaluation frameworks. We will guide you in sketching out a program logic of your current or future project or campaign, through to developing an evaluation framework. A program logic is a schematic map that describes how a program is intended to work by linking inputs with outputs, intermediate impacts and longer-term outcomes. The purpose of the Program Logic is to provide a model of factors that might contribute to or modify the effect of a project on key outcomes.

From your program logic an evaluation framework can be developed, enabling future projects to assess and evaluate against consistent indicators, ensuring consistency and relevance of data monitoring over time.



Social Marketing @ Griffith

Dr [Kathy Knox](#), Ph.D. is a research psychologist and lecturer with expertise in applied health behaviour change. Kathy's current research focuses on targeted strategies to promote social behaviour change, with emphasis on communities and sustainability behaviours. Kathy collaborates with colleagues to conduct applied qualitative and quantitative research programs, working closely with industry and government partners. Outside academia Kathy is a community leader as President of the Gold Coast Amateur Beekeepers Society inc and an active volunteer with Scouts Australia.



HOW-SHOP 15.

'Time, talent, treasure: contemporary community philanthropy' **[BOOK NOW](#)**

Presented by Natalie Egleton, CEO Foundation for Rural & Regional Renewal (FRRR) and Ben Rodgers, Chair, Australian Community Philanthropy

<https://www.frrr.org.au>

<http://australiancommunityphilanthropy.org.au>

Thursday 4 April 2019

10:00–11:00am, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes morning tea)

Communities are built by people giving time, money and other resources for the public good. The contribution of generations of volunteers can mean the difference between towns having the necessary resources to thrive or not, and we're all better off when people roll up their sleeves and chip in. Continuing this tradition of contribution is important, as having enough resources is challenging for not-for-profit initiatives.

Community philanthropy is a way of increasing people's civic participation and engagement, and leading to better outcomes for people and communities. In this how-shop, Natalie and Ben will give practical examples of what other rural and regional communities are doing to inspire local giving. By providing an overview of the different partnership models that have been successful, and highlighting approaches to working with philanthropic organisations to attract resources, this interactive session will give participants tangible takeaways about how to harness philanthropic resources.

Natalie Egleton is passionate about facilitating effective responses to issues facing rural communities. She was appointed CEO of FRRR in November 2015, after joining FRRR in 2012 and is responsible for shaping FRRR's strategy, designing new programs and developing and nurturing new funding partnerships. Before joining FRRR, Natalie consulted with Matrix on Board, working with numerous not-for-profit organisations in program evaluation, undertaking research analysis and developing business plans. She lives in the small rural town of Maldon in central Victoria.



Ben Rodgers is the Chair of Australian Community Philanthropy, the peak body for community foundations in Australia. ACP seeks to deepen the capacity of existing members, and broaden the model for other communities. In his day job, Ben works as the Executive Officer for the Inner North Community Foundation in Melbourne, and has worked for local government, in consulting, and for various not-for-profit organisations. Ben lives in inner city Melbourne, and like many, spent formative years in regional Australia.



HOW-SHOP 16.

'Co-design for Change'

[BOOK HERE](#)

Thursday 4 April 2019

10:00–11:00am, Beechworth Masonic Hall

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Michelle Dunscombe and Dee Brooks

[Jeder Institute](#)

How do we co-create sustainable change that is mutually beneficial?

How do we discover and build on strengths and assets of a community or project?

How do we get a range of diverse voices at the table?

Michelle and Dee from Jeder Institute share Asset Based Community Development (ABCD) and Art of Hosting (Participatory Leadership) to provide participatory; patterns, practices, processes, and principles to give you the tools to co-create projects and initiatives.

This workshop is for anyone who lives in a community; that's everyone! Participants will explore some complementary intersections between a range of strengths-based community development patterns, practices and processes based on 20 years of practical application across a range of countries.

Dee Brooks

Through her down-to-earth style, Dee brings people together in dynamic ways to realise and engage the full potential of their networks and communities. Over 20 years, her work has inspired people at hundreds of events and workshops worldwide where she offers community engagement and development training and also provides professional co-design, facilitation and keynote addresses for conferences, forums and events. Dee is an Intentional Nomad who has travelled and worked in over 20 countries. Based on two decades of grassroots work, Dee's background is in youth work, community-based research and community-university outreach and she is a firm believer in the power of tapping into the collective wisdom of a community to strengthen and build on what's already there.

Michelle Dunscombe is an enthusiastic community development practitioner, facilitator and trainer. She is skilled and passionate about strengthening regional and rural communities, developing community leadership capacity, building community resilience and supporting community members to take action. Michelle is a Fairley Fellow, a co-facilitator of the ABCD Asia Pacific Network, and a member of the International Association for Community Development (IACD) with a wealth of experience working with communities and community organisations. Michelle utilises participatory leadership practices to support community led initiatives including facilitation of community and kitchen table conversations.



HOW-SHOP 17.

'Organising for Change'

(2-hour session)

BOOK NOW

Presented by Nick Moraitis, Founder and Exec Director of Australian Progress
<https://australianprogress.org.au>

Thursday 4 April 2019

10:00am–12:15pm, Beechworth Rotary Hall

Cost: \$25 +GST and booking fee (includes morning tea)

Many of us care deeply about a range of issues but aren't sure where to start when it comes to tackling them. This how-shop will equip you with practical organising skills to get your campaign started and keep it on track with the latest strategies, approaches and tools for community-based advocacy.

This extended two-hour how-shop will explore such essentials as: What is a campaign and how do you craft a campaign strategy? What is the distinction between "raising awareness" and "campaigning"? How do you lay out a campaign strategy and what types of campaign tactics can you use to win. Nick will cover different tactics designed to Build your Community, Build Public Interest, Demonstrate Public Interest, and Challenge Your Opponent and discuss campaign tactic principles such as looking for a reaction, focus, and alignment with resources. This how-shop will also look at how to organise a community group to win campaigns looking at different organising models including Circles of commitment model (Engaging new people, Small group structures, Leadership on meeting/bureaucracy rather than action/mission), and Distinction of organising (leadership building) vs mobilising vs Lone Wolf models.

Nick Moraitis is founder & Executive Director of Australian Progress. Nick has built Australian Progress into the leading convenor, trainer, and capacity-builder for social change in Australia. Through the Progress Fellowship, Summit, Labs accelerator, Central co-working space, and other programs, Nick supports hundreds of organisations — and thousands of social, environmental and human rights leaders. Previously, Nick was co-founder and CEO of a consultancy, Make Believe, where he developed winning campaigns and internal innovation projects for more than seventy causes around the world, ranging from environment groups to unions, political parties, Fair trade and electric vehicle companies.

Over the prior decade, Nick managed public engagement for Greenpeace in Australia, played a leading role in the growth of Australia's foremost campaigning organisation GetUp, worked in global strategy at Amnesty's International Secretariat in London, and co-founded one of the world's first social networks, TakingITGlobal.org.



HOW-SHOP 18.

'Social change: How marketing can help'

[BOOK HERE](#)

Thursday 4 April 2019

11:15am–12:15pm, Beechworth Honey Hive Kitchen

Cost: \$15 +GST and booking fee (includes morning tea)

Presented by Professor Sharyn Rundle-Thiele

<https://www.griffith.edu.au/griffith-business-school/social-marketing-griffith>

Commercial marketing is centered on the consumer and is focused on delivering a competitive value offering that is superior in some way to the competition. Marketers seek to understand their target audience and their competitors before creating an offering to meet the target market's needs and wants.

Marketing can help to deliver social change. Working with all stakeholders, social marketers create programs that people value and work in partnership to deliver measurable outcomes. This how shop will show how marketing can be applied to deliver social change.



Social Marketing @ Griffith

Professor Sharyn Rundle-Thiele is Director, Social Marketing @ Griffith and Editor-in-Chief, *Journal of Social Marketing*. Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behaviour for the better. Sharyn has led projects that increase healthy eating, change adolescent attitudes to alcohol drinking (www.blurredminds.com.au), reduced food waste and increased dog's abilities to avoid koalas (see www.leaveit.com.au).

Research partners in 2019 include Johnson and Johnson Innovation, Defence Science and Technology Organisation, Australian Defence Force, Queensland Catholic Education Commission, Redland City Council, National Association of Charitable Recycling Organisations, Department of Environment and Science (Qld) and more. Sharyn's research is published in more than 130 books, book chapters and journal papers.



HOW-SHOP 19.

'Building a community movement for place-based change'

Presented by Lisa McKenzie and Carla Miles, [Greater Shepparton Lighthouse Project](#)

[BOOK HERE](#)

Thursday 4 April 2019

11:15am–12:15pm, Beechworth Masonic Lodge

Cost: \$15 +GST and booking fee (includes morning tea)

Develop insights and skills to help build and lead a grass-roots movement through deep listening and accountability to the community. This how-shop will facilitate an interactive session to help participants identify the key steps in planning and executing a collective impact initiative.

Participants will break into groups with some basic information about the Greater Shepparton community and the vision of Lighthouse. They will then be asked to consider:

- Who they would engage with
- Priority actions
- The principles that underpin the work.

Lighthouse will then share their sometimes rocky journey, building on themes identified throughout the how-shop, sharing skills and insights you can apply to your place-based change initiative.

Greater Shepparton Lighthouse Project has created a strong community movement (450 volunteers, 21 settings, 80 business and industry partners), and gained recognition for its efforts to mobilise the community to improve wellbeing and educational outcomes for children and young people in Greater Shepparton.



Lisa McKenzie is the Executive Officer of Greater Shepparton Lighthouse Project, a community-led collective impact initiative in northern Victoria. Lighthouse has been successful in securing extensive funding and in-kind support to help drive improved outcomes for children including mobilising an army of supporters and volunteers from across the community. Lisa began her career as a Journalist and Editor before running her own communications business and taking on several key local leadership roles eventually becoming the inaugural Executive Officer of Lighthouse. Lisa believes the answers to the challenges faced by communities can be found within those communities and will come via deep listening and connections.



Carla Miles is the Manager of Strategic Planning for the Greater Shepparton Lighthouse Project. Carla has been with the Lighthouse Project for two and a half years after leaving the natural resource management sector after almost 20 years. Whilst still passionate about the environment, Carla is finding great fulfilment in leading social change and being part of a dynamic team and way of working that gives rise to community voice and power. As a natural strategic thinker, Carla helps to provide a framework for action and alignment of efforts by a range of stakeholders.



