

# The National Community Education Programs Forum 2010

Effective and Diverse Strategies to Develop, Support and Sustain  
Community Education Programs

Liquid Learning is delighted to announce the National Community Education Programs Forum 2010. The chief aim of this forum is to expose delegates to effective tools and frameworks to better develop, support and sustain any community education program strategy.

## FEATURED SPEAKERS

**Geoff Young** Manager, Education, Sustainability and Support  
**Department of Environment, Climate Change and Water, New South Wales**  
Lecturer in Policy Evaluation  
**Macquarie University**

**James Holgate** Director, Safer Roads  
**VicRoads**

**Paul Bird** State Director, Victoria  
**Mission Australia**

**Irene Ryder** Regional Development Executive, Victoria  
**National Breast Cancer Foundation**

**Dr Suzy Honisett** Manager, Kids - 'Go For Your Life'  
**Cancer Council Victoria and Diabetes Australia**

**Ann Pukullas** Community Partnerships Manager  
**Origin Energy Australia**

**ACFO Rob Taylor** Executive Manager, Community Education  
**Metropolitan Fire and Emergency Services Board (MFB), Victoria**

**Craig Delahoy** National Training Education Manager  
**Surf Life Saving Australia**

**Angela Savage** Executive Officer  
**Association of Neighbourhood Houses and Learning Centres, Victoria**

**Fiona Slater** Team Leader, Education, Events and Publications  
**Geoscience Australia**

**Lisa Speirs** Team Leader, Community Development  
**City of Casey, Victoria**

**Kay Vrieze** Executive Manager, Community Development  
**Narre Community Learning Centre**

**Matthew Box** Senior Constable, Crime Prevention Portfolio  
**Australian Federal Police**

**Dr Delwyn Goodrick** Evaluation Specialist

**Peter Buckmaster** Head of Client Service  
**Care Network**





**Fiona Bendall** Managing Director  
**Bendalls Group**

## SUPPORTERS



24 & 25 February 2010  
Mantra on Little Bourke,  
Melbourne

## EXPLORE

-  Effective Strategies for Outreach Programs
-  Understanding Evidence Based Community Programs
-  Tools to Build Cohesive Relationships
-  Sustainability and Capacity Building for Community Programs

## PLUS WORKSHOPS

Two Separately Bookable, Half-Day  
Workshops on 26 February 2010

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# Day One 24 February 2010

8.30 - 8.55 **Registration and Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.45 **OPENING CASE STUDY**

## Transforming Knowledge into Action - Evidenced Based Programs

The Department of Environment, Climate Change and Water in NSW has a prominent role in educating the wider community and government on environmental sustainability. Through various programs and initiatives designed to increase awareness and community participation the Department is heavily committed to influencing and changing the behaviour for the long term health and well being of Australian communities and the environment. In this session, Geoff will explore:

- The importance of evidenced based programs
- How to distill research data into meaningful community programs
- The benefits of developing, implementing and reviewing educational programs supported by evidence

\* A free guide to Using Research in Sustainability Programs will be provided to participants

**Geoff Young** Manager, Education, Sustainability and Support

**Department of Environment, Climate Change and Water, New South Wales**

Lecturer in Policy Evaluation  
**Macquarie University**

9.45 - 10.00 **Questions and Discussion**

10.00 - 10.15 **Morning Tea**

10.15 - 11.00 **CASE STUDY**

## Changing Behaviour is No Accident - Leveraging Community Participation

In partnership with a number of organisations, VicRoads is striving for Australia's safest roads. Victoria's road safety strategy Arrive Alive 2008-2017 is designed to reduce death and serious injuries by building safer roads, changing behaviour and influencing consumers. It uses a whole state community approach for its success. VicRoads regards community participation as a fundamental element to improve road safety. In this session, James will take you through important aspects of community participation.

Explore:

- Optimising inter-agency coordination
- The importance of highly effective educational and awareness programs to achieve your objectives
- Achieving the balance between responding to community attitudes and working to change those attitudes
- Engaging with the community in the development of strategies
- Developing local programs which address local issues

**James Holgate** Director, Safer Roads  
**VicRoads**

11.00 - 11.15 **Questions and Discussion**

11.15 - 12.00 **CASE STUDY**

## Relationship Building for Effective Community Programs

As one of the largest growing municipalities in Australia (with over 350 community organisations and 100 different cultural languages spoken), community development, education and engagement has been at the forefront of the City of Casey's agenda. Given the plethora of different communities, effective collaboration and partnerships have been a heavy focus for the Council to ensure community programs reach everyone. The importance of these relationships and their longevity embed a strong key message of ongoing and continual learning that the City of Casey strives to aim. In this session, Lisa and Kay will explore:

- Effective tools for relationship building and maintenance
- Key partnerships with community organisations and group leaders to best reach your target audience

**Lisa Speirs** Team Leader, Community Development  
**City of Casey, Victoria**

**Kay Vrieze** Executive Manager, Community Development

**Narre Community Learning Centre**

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **CASE STUDY**

## Improving Your Outreach Programs - Creating Collaborative Relationships with CALD and Indigenous Communities

Australia is one of the most highly cultural and linguistically diverse communities in the world, which community education programs cannot ignore. Understanding and creating collaborative relationships with these communities is paramount to delivering effective community programs. In this session, Paul will explore:

- Strategies to effectively reach CALD and Indigenous communities
- How to design and develop culturally appropriate programs

**Paul Bird** State Director, Victoria  
**Mission Australia**

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **CASE STUDY**

## Broadening Your Program Reach - Thinking Outside the Flags

Surf Life Saving Australia (SLSA), has been one of Australia's most prominent community-based volunteer organisations since the early 1900's. From educating individuals, communities and schools on aquatic safety, first aid and resuscitation, SLSA has broadened their program reach beyond the coast – as far as miners in regional Australia. The key to successfully penetrating a wider sector of the community never originally envisioned requires some innovative thinking. In this session, Craig will:

- Identify new markets for existing programs

**PLUS WORKSHOPS!**

**TWO Post-Forum workshops on 26 February 2009**

**EARLY BIRD DISCOUNT**

**Receive \$100 off registration if you register and pay by 18 December 2009**

- Design programs to appeal to wider audiences
- Craig Delahoy** National Training and Education Manager  
**Surf Life Saving Australia**

3.00 - 3.15 **Questions and Discussion**

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3.15 - 3.30 **Afternoon Tea**

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3.30 - 4.15 **CASE STUDY**

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### **Effective Communication Tools to Build Cohesive Relationships**

Effective communication is an essential element in building partnerships with the community and government organisations along with individuals to achieve productive crime prevention initiatives. Such programs develop community ownership of issues leading to greater engagement, resilience and social cohesion. A critical component of these programs is utilising better communication strategies to deliver the program's key messages and lever community engagement. In this session, Matthew will explore:

- Strategies used to foster community ownership of crime and anti-social issues
- Strategies for fostering cooperation with communities
- The importance of information sharing
- How to develop trust
- The use of different communication strategies that are relevant to the audience and message

**Matthew Box** Senior Constable, Crime Prevention Portfolio  
**Australian Federal Police**

4.15 - 4.30 **Questions and Discussion**

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4.30 - 5.15 **CASE STUDY**

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### **Mobilising the Community to Leverage Healthy Outcomes**

Communities have the power to demand and drive change. This presentation will use the Kids - 'Go For Your Life' program, aimed to reduce the risk of childhood obesity, as an example of driving social change by engaging and mobilising community action. Through this presentation, Suzy will explore:

- How to tailor messages to engage and mobilise different community audiences
- The value of local champions to drive the issue
- Working through defined settings to target action

**Dr Suzy Honisett** Manager, Kids - 'Go For Your Life'  
**Cancer Council Victoria and Diabetes Australia**

5.15 - 5.30 **Questions and Discussion**

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5.30 **Concluding Remarks from Chair**

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5.30 - 6.30 **Networking Reception**

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8.30 - 8.55 **Morning Coffee**

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8.55 - 9.00 **Opening Remarks from the Chair**

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9.00 - 9.45 **OPENING CASE STUDY**

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### **Corporates Partnering with Communities to Educate Young Australians**

Origin has been working together with teachers and schools to deliver community energy education programs for more than six years. The programs have been developed to raise awareness with our next generation and their families about important energy issues including saving energy, using gas and electricity safely and renewable energy. Origin offers the programs free to all teachers together with professional development in Queensland, New South Wales, South Australia and Victoria. Initially for secondary teachers and their students, demand has seen the programs grow to include primary schools and pre-primary centres with more than 21,000 orders from teachers in 13,000 educational institutions, reaching around 500,000 students. In this session, Ann will explore:

- Delivering meaningful programs that match community needs
- Using marketing and promotions to deliver long term sustainable results
- What we've learned?

**Ann Pukallus** Community Partnerships Manager  
**Origin Energy Australia**

9.45 - 10.00 **Questions and Discussion**

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10.00 - 10.45 **CASE STUDY**

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### **Challenges and Opportunities for Community Programs - Keeping Ahead of Constant Change**

The dynamics of Australia's policy environment means community programs need to keep ahead of constant change. From a national, state and local level community programmers and educators must meet these demands whilst still providing compelling quality programs that meet community needs. As a peak state body, the Association of Neighbourhood Houses and Learning Centres supports and lobbies for their members across Victoria. In this session, Angela will explore:

- The relationship between government objectives and local objectives
- Continuing to meet community needs in the face of change

**Angela Savage** Executive Officer  
**Association of Neighbourhood Houses and Learning Centres, Victoria**

10.45 - 11.00 **Questions and Discussion**

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11.00 - 11.15 **Morning Tea**

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## SUPER SAVER DISCOUNT

Receive \$200 off registration if you register and pay by 6 November 2009

# Developing Cohesive Relationships with Various Stakeholders

## 11.15 - 12.00 CASE STUDY

### Program Sustainability and the Importance of Capacity Building

An important foundation for community programs is their ability to be sustainable. This draws on the need for organisations to develop and deliver programs that are both efficient and effective. The MFB have designed a number of effective fire safety campaigns and programs which endeavour to produce outcomes beyond the program lifecycle. In this session Rob will explore how to:

- Utilise the recruitment and management of internal volunteers
- Leverage community partnerships with community members and organisations
- Design effective marketing and advertising to deliver your key message
- Increase and diversify the use of resources

**ACFO Rob Taylor** Executive Manager, Community Education

**Metropolitan Fire and Emergency Services Board (MFB), Victoria**

## 12.00 - 12.15 Questions and Discussion

## 12.15 - 1.15 Networking Lunch

## 1.15 - 2.00 EXPERT COMMENTARY

### Program Logic - A Logical Approach to Planning and Evaluation

A major problem with evaluating community education programs is the ability for these programs to demonstrate that they have contributed to behavioural change. Evaluating outcomes can be challenging and this leads us to focus on outputs rather than outcomes. The key question is, how can we build evaluation processes that focus on the results of what we do and not merely describe what we did. In this presentation, Delwyn will draw on her experience and expertise as an evaluation specialist and evaluation facilitator, focusing on:

- What is program logic and how it can help us to focus on outcomes
- Understanding the benefits and risks of program logic
- Simple and effective tools for designing program logic

**Dr Delwyn Goodrick** Independent Evaluation Specialist

## 2.00 - 2.15 Questions and Discussion

## 2.15 - 3.00 CASE STUDY

### Maximising the Use of Limited Resources - Keeping Abreast of Community Engagement

One of the biggest challenges faced by any organisation is how to maximise the use of limited resources whilst developing meaningful programs designed to engage, inspire and ultimately, educate a community. Since 1994, the National Breast Cancer Foundation (NBCF) has been Australia's leading national community-funded organisation supporting and promoting research into breast cancer. The funds raised through partnerships with corporate Australia and the broader community, finance the highest quality breast cancer research through a rigorous competitive peer-reviewed process. Creating collaborative relationships

with the community at all levels is the key to delivering effective community programs. In this session, Irene will explore:

- Key strategies to effectively engage the Victorian community at all levels
- How to link community interest to key fundraising initiatives to deliver the goals and objectives desired
- How to maximise the use of limited resources whilst delivering effective programs that support the long term objectives of the cause

**Irene Ryder** Regional Development Executive, Victoria  
**National Breast Cancer Foundation**

## 3.00 - 3.15 Questions and Discussion

## 3.15 - 3.30 Afternoon Tea

## 3.30 - 4.15 CASE STUDY

### Inspiring Students and a Community through Experiential Learning

As a prescribed agency within the Resources, Energy and Tourism portfolio, Geoscience Australia assists the Australian Government and the community to make informed decisions about some of the most important challenges facing Australia today including the discovery and development of mineral and energy resources; management of the environment; community safety and the protection of critical infrastructure. Geoscience Australia initiates a number of community and youth programs that endeavor to raise awareness of the geosciences. Programs include the Geoscience Australia Education Centre, science celebrations, youth competitions and public events which are tailored to engage diverse audience groups. The aim of these programs is to both inspire and motivate students and the general public to engage with geoscience knowledge. In this session, Fiona will explore:

- The importance of developing experimental learning programs aimed at engaging student interest in subject matter
- How to create a learning experience
- How to create an engaging program for the community

**Fiona Slater** Team Leader, Education, Events and Publications

**Geoscience Australia**

## 4.15 - 4.30 Questions and Discussion

## 4.30 Closing Remarks and Conclusion of Forum

## WHO WILL ATTEND

- Community Education Officers/Programs
- Community Relation/Engagement
- Marketing Communications
- Program Managers
- Service Delivery Managers
- Community Relations/Development

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# Workshops 26 February 2010

## 9.00 - 12.30 WORKSHOP A

### Harnessing the Power of Social Media

Social media and technology such as blogs, Wikis, Facebook and Twitter are one of the hot topics on everyone's lips. The implications of social media and networks can't be denied as they provide a space for consumers to interact and engage in conversations about organisations. Listening is the first step to any organisation's involvement in this channel. But what exactly does it entail?

This interactive workshop will cover the following topics:

- Introduction - the difference between social media and social networks
- The five impacts of social media
- Social media objectives and network selection
- Getting hands-on with profiles
- Measurement and monitoring

**Expert Facilitators:** Peter Buckmaster Head of Client Service

### Care Network

Fiona Bendall Managing Director

### Bendalls Group

Peter Buckmaster has over fifteen years experience in traditional and online media production, including: five years digital publishing and eLearning experience working in the not-for-profit sector; experience developing Interactive TV as the platform producer for the Australian Broadcast Commission's (ABC) version of IBBC's "Walking with Beasts" (for OptusTV). Most recently, he developed the technology and solution behind Amnesty International Australia's "Bring David Hicks Home Campaign" interactive cell installation – Silver ADMA award winner. Also, he is a produced writer of the Australian feature film "Sample People" featuring Kylie Minogue, Ben Mendelson and Joel Edgerton. Currently, Peter works with Oxfam, WaterAid and WWF.

Fiona Bendall is a leading interactive and digital specialist and Managing Director of Bendalls Group. She has over 20 years experience in the digital sector. As well as developing key ISP strategies for the BBC, she has worked on the international gaming industry portal, ATE Online, and online strategies for Australian clients such as Microsoft, News Interactive, Tourism Tasmania, RaboPlus, Amnesty International and Earth Hour. In addition, she is a regular contributor to Australian Publications.

## 12.30 - 1.30 NETWORKING LUNCH

## 1.30 - 5.00 WORKSHOP B

### Program Logic Strategies – A Toolkit for Community Education Programs

Evaluating the effect of community education programs is not always straightforward, especially when the outcomes are long term and hard to measure. Program logic is an excellent program planning evaluation tool designed to identify and test the hypothesised casual pathway between what we do and how it results. Program logic can be used by individuals from different levels of a program to understand the goals and objectives and to maintain a focus on the big picture. This workshop will provide a framework for building program logic right from the beginning of a community education program through to planning, implementation and evaluation. The workshop will identify a step by step approach to building program logic within your community programs. Explore:

- The importance of utilising program logic for community education programs
- How to make program logic meaningful for persons involved from design through to implementation
- Comprehensive tools for building program logic for your program: Step-by-Step approach

**Expert Facilitator:** Dr Delwyn Goodrick Independent Evaluation Specialist

Dr Delwyn Goodrick is a psychologist with over fifteen years experience in research and program evaluation. She is also an experienced and dynamic facilitator with considerable expertise in managing group process. Delwyn's facilitation style is interactive and inclusive, drawing upon the experience and skills of the groups with whom she works. She has the ability to work effectively with a range of stakeholder groups, including community and executive groups across different levels of both the public, not-for profit and private sector.

## ABOUT THE EVENT

The National Community Education Programs Forum 2010 is designed to equip those working within community education programs with the necessary tools and strategies to better develop and sustain their programs for ultimate success. This Forum will showcase various themes and key demands facing community programmers with practical advice on how to better engage the community through effective and innovative tools derived from leading case studies, expert commentaries and interactive sessions.

This Forum is an optimal meeting place for Community Program Managers across different layers of government, private sector, NGO and not-for-profit sectors providing great networking and professional development opportunities.

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