

# 2018

## FOR PURPOSE SUMMER SCHOOL

THE FOR PURPOSE SUMMER SCHOOL IS AN  
INTENSIVE LEARNING EXPERIENCE FOR NOT-FOR-PROFIT  
AND PURPOSEFUL ORGANISATIONS

The summer school includes a schedule of leading thinkers on strategy, communication and advocacy to deliver targeted sessions that develop skills. This is a must-attend event is for anyone working or volunteering in not-for-profit and purposeful organisations.



General Enquiries  
Contact us 0402 726 002



For more information  
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PURPOSE



# 2018 FOR PURPOSE SUMMER SCHOOL

## DAY ONE: Focus on Advocacy

9am – 9:30am	<b>Welcome and Introduction</b>
9:30am – 11am	<p><b>Class 1 - Workshop: Building values-framing skills</b></p> <p><b>Mark Chenery</b> <i>Co-Founder, Common Cause Australia</i></p> <p>Learn how to boost support for your cause using a science-based approach to communications. This will be a rapid-fire session with time for you to deepen your communication skills.</p>
11am – 11:15am	<b>Morning Tea</b>
11:15am – 12:45pm	<p><b>Class 2 - Workshop: And then change happened...</b></p> <p><b>Adam Knobel</b> <i>Digital Campaign Director, Australian Marriage Equality</i></p> <p><b>Amanda Alford,</b> <i>Director Policy &amp; Advocacy, National Association of Community Legal Centres (NACLC)</i></p> <p>Learn from leading Australian change makers on how they have worked to achieve change over the last year. You'll also get to ask questions on how they achieved change and how you can apply it to your cause.</p>
12:45pm – 1:30pm	<b>Lunch</b>
1:30pm – 2:15pm	<p><b>Class 3 – Quick skills share</b></p> <p>2 people – 2 key advocacy skills – 2 quick sessions on what they did and how you can do it.</p> <p>Speaker details coming soon...</p>
2:15pm – 3pm	<p><b>Class 4 – Unconference Session</b></p> <p>What the world need now is... 5 minute pitches from participants on advocacy and networking session.</p>
3pm – 3:15pm	<b>Afternoon Tea</b>
3:15pm – 4:45pm	<p><b>Class 5 - Case Study Session</b></p> <p><b>Dr Barri Phatarfod</b> <i>President, Doctors for Refugees</i></p> <p><b>Jane Martin</b> <i>Executive Manager, Obesity Policy Coalition</i></p> <p>We can learn a whole lot from people who have shaped movements and led advocacy for their causes. Here are two stories and the opportunity to ask questions of the change makers themselves.</p>
4:45pm – 5pm	<b>Wrap Up</b>

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## FOR PURPOSE SUMMER SCHOOL

### DAY TWO: Focus on Communications

9am – 9:30am	<b>Welcome and Introduction</b>
9:30am – 11am	<p><b>Class 6 - Workshop: Communicating social impact</b></p> <p><b>Mike Davis</b> <i>Founding Director, Purposeful</i></p> <p>Learn how you effectively and strategically communicate your organisational impact to a range of stakeholders. This will be an interactive workshop where you can work through real life examples.</p>
11am – 11:15am	<b>Morning Tea</b>
11:15am – 12:45pm	<p><b>Class 7 - Workshop: Content that cuts through and leverages what you have</b></p> <p><b>Joanna Le</b> <i>Director of Communication, Advocacy and Fundraising, YWCA Canberra</i></p> <p>Learn how you can use key pieces of content strategically to engage your audiences. We'll also explore how you can repurpose this content using low-cost tools to get the most out of your efforts.</p>
12:45pm – 1:30pm	<b>Lunch</b>
1:30pm – 2:15pm	<p><b>Class 8 – Quick skills share</b></p> <p>2 people – 2 communications skills – 2 quick sessions on what they did and how you can do it.</p> <p>Speaker details coming soon...</p>
2:15pm – 3pm	<p><b>Class 9 – Unconference Session</b></p> <p>Listen here...</p> <p>5 minute pitches from participants on communications and networking session.</p>
3pm – 3:15pm	<b>Afternoon Tea</b>
3:15pm – 4:45pm	<p><b>Class 10 - Case Study Session</b></p> <p><b>Ryan Sheales</b> <i>Media and Communications Manager, VCOSS</i></p> <p><b>Jessica Kendall</b> <i>Head of Communications, Essential</i></p> <p>We can learn a whole lot from people who work to create messages and content that cuts through the noise. Here are two stories and the opportunity to ask questions of the change makers themselves.</p>
4:45pm – 5pm	<b>Wrap Up</b>

## Who are the speakers?

More speakers to be announced soon!



**Mike Davis**  
Founding Director  
Purposeful



**Mark Chenery**  
Co-Founder  
Common Cause Australia



**Joanna Le**  
Director of Communication  
Advocacy and Fundraising  
YWCA Canberra



**Dr Barri Phatarfod**  
President  
Doctors for Refugees



**Jane Martin**  
Executive Manager  
Obesity Policy Coalition



**Ryan Sheales**  
Communications Manager  
VCOSS



**Amanda Alford**  
Director Policy & Advocacy,  
National Association of  
Community Legal Centres  
(NACLC)



**Adam Knobel**  
Digital Campaign Director,  
Australian Marriage Equality

## When is it?

21-22 February 2018

## Where is it?

One Roof  
77-83 City Road  
Southbank  
Victoria 3006

## What is the format?

The two day Summer School will involve deep dive workshops, case studies and unconference sessions. The Summer School has a focus on building skills, sharing lessons and connecting attendees from across the not-for-profit and purposeful sectors.

## Who should come?

People working, volunteering or interested in not-for-profit organisations, social enterprises and social or purposeful businesses.

## How much is it?

### ONE DAY PASS

ORGANISED

**\$249**

(by 31 Jan 2018)

LAST MINUTE

**\$299**

(Feb 2018)

### TWO DAY PASS

ORGANISED

**\$399**

(by 31 Jan 2018)

LAST MINUTE

**\$449**

(Feb 2018)



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