

# SPORTS WITHOUT BORDERS

2015 CONFERENCE & SPORTS TECHNOLOGY EXPO

Friday, 1 May 2015 - Moonee Ponds, Melbourne



**I'm not Racist, Sexist, Homophobic, but...  
Stop. Think. Change.**

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



**SPORTS**  
WITHOUT BORDERS  
we're all on the same team



[ourcommunity.com.au](http://ourcommunity.com.au)

# Sports Without Borders! 2015 Conference

Human beings are tribal beasts. Whether we acknowledge it or not, most of us take some comfort in living, working and playing amongst our own.

That's what makes it so hard to change our clubs to make them more inclusive. It's uncomfortable. Annoying. Can feel a little unnecessary.

But just because it's hard (or uncomfortable, or annoying), doesn't mean you can get away with not doing it. It's everyone's responsibility to make sure our sports clubs – from the loftiest professional club right down to the lowliest amateur outfit – make space for everyone.

To do that properly, you have to make room for "outsiders" – people from different cultural backgrounds, people who speak English as a second language, girls and women, gay people, people with disability. You can't just force people to come in and play by your rules. If they want to play, you have to change the rules so everyone feels at home.

Yes, it's easier just to continue the status quo. But sports lovers are not supposed to shy away from something just because it's hard. We do what's necessary, and what's right.

This conference will provide the inspiration and the practical support to ensure sports participants, administrators, volunteers and supporters have the tools they need to make our sports clubs the most inclusive on the planet.

## Key takeaways:

- How to get more people involved in your club
- How to foster an ethical and inclusive framework without compromising a winning spirit
- Meet people who care about what you care about
- Get inspiration for the year ahead
- How to use social media to recruit and retain players and supporters
- How to raise money without burning out your members

## Why should I attend?

The **2015 Sports Without Borders Conference** brings together the complete picture – sportspeople, club officials, volunteers, policymakers, government funders, government and local government workers, peak bodies, and sports administrators.

If you're from any of these groups, this conference is about you and for you.

Learn the facts, hear the stories, and find out about best practice sports solutions. Your club, and your community, depend on it.

## BOOK NOW:

[www.ourcommunity.com.au/swb2015](http://www.ourcommunity.com.au/swb2015)

 #swb2015

# The Speakers

## PAUL KENNEDY

Paul is a former state league footballer and is currently a senior television journalist, with 15 years' news reporting experience. He is the national sports presenter on ABC News Breakfast and presents sports news on ABC News 24. Paul has covered some of the biggest stories in Australia for networks Ten, Nine and the ABC, with his work in the area of drugs in sport among his career highlights.

## JAMES DEMETRIOU

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

## THE HON JOHN EREN MLA

John is the member for Lara in the Legislative Assembly in Victoria and is currently the Labor Government's Minister for Sport, Minister for Veteran's Affairs and the Minister for Tourism and Major Events. His passion for sport is highlighted by his diverse memberships in more than a dozen local sporting clubs in the greater Geelong area.

## PROFESSOR RUSSELL HOYE

Russell is the Director of the Centre for Sport and Social Impact at La Trobe University. His areas of expertise include corporate governance, volunteer management, public policy and the role of social capital in not-for-profit organisations. He has acted as a consultant for the Australian Sports Commission, Sports Knowledge Australia, Netball Australia, and a number of government sporting bodies.

## DR EMMA SHERRY

Emma is a Senior Lecturer in the Centre for Sport and Social Impact at La Trobe University. She has a PhD in Philosophy, investigating conflict of interest in the Australian Football League. Emma is currently the secretary of the Sport Management Association of Australia and New Zealand and was awarded the 2014 Victorian Women's Governance Scholarship by the Victorian Minister for Women's Affairs.

## JENNY BROCKIE

Jenny is a highly decorated journalist and documentary-maker. She's currently host of SBS's celebrated Insight program. Over her 30-year career as a journalist, Jenny has worked in television, radio and print. She has won four Walkley Awards including the 1992 Gold Walkley for her documentary Cop It Sweet. She has received numerous other awards for her work, including a Human Rights Award and a United Nations Association of Australia Media Peace Award.

## SHAUN BURGoyNE

Shaun is a three-time premierships player in the Australian Football League, currently with Hawthorn Football Club. He is of Indigenous Australian descent from the Kokatha Mula Nation. Shaun is a role model both on and off the field, and determined to leave a strong legacy by providing leadership and inspiration to the next generation of Indigenous Australians.

## JASON BALL

Jason is an Australian rules footballer who launched a campaign in 2012 calling on the Australian Football League to do more to tackle homophobia. A mental health advocate, Jason is currently an Ambassador for beyondblue and is the Government Liaison and Project Officer at Young and Well Cooperative Research Centre. His story has provided inspiration and hope for the gay, lesbian, bisexual, transgender and intersex (GLBTI) community.

# The Speakers

## RITA PANAHI

Rita is an uncompromising social commentator who is prepared to tell it like it is. She can be heard on 1116 SEN where she co-hosts the popular Casual Friday program. Rita has also been published in the Herald Sun, Daily Telegraph, Courier Mail and MX.

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## DR PIPPA GRANGE

Pippa is a Doctor of Applied Psychology and Director of Bluestone Edge Pty Ltd, a consultancy business helping sports people and organisations thrive. She provides strategic leadership and governance advice on culture change projects such as the responsible use of alcohol, illicit drugs, respectful relationships and social inclusion. Pippa was a Vincent Fairfax Fellow graduate (Ethics in Leadership) in 2010 through the St James Ethics Centre and is an international keynote speaker on the culture and ethics of sport. She is the author of the recently published book 'Ethical Leadership in Sport – what's your ENDgame?'

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## JENNI COLE

Jenni is the current CEO of Disability Sports Australia and is a qualified physiotherapist, working in various roles and lecturing at La Trobe University. She was the Medical Coordinator for the Sydney 2000 Paralympic Games and led the development and implementation of the National Classification Strategy for the Australian Paralympic Committee – still considered to be one of the world's best.

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## ANDREW WALTON

Andrew is the co-founder and Director of Sales and Marketing at InteractSport, a web-based sports management product. Prior to establishing InteractSport, Andrew held senior management positions in several large organisations, including Visy. An avid cricket fan with a 28-year playing career, Andrew has had many different roles within cricket clubs and is currently the senior coach of the Prahran Cricket Club.

## CRAIG HILL

Craig is the founding Executive Director of the Australian Sports Technologies Network (ASTN), which is aimed at providing leadership in the development and promotion of Australian sports technologies. His work at ASTN has seen him develop key initiatives including mentoring programs, investment pitching competitions, innovation and entrepreneurship bootcamps, conferences and the Head Start accelerator. Craig has more than 20 years experience in business advisory services with a focus on franchising, business research and industry development.

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## DR TIM SOUTPHOMMASANE

Tim is a political philosopher, social commentator, author and the current Race Discrimination Commissioner at the Australian Human Rights Commission (AHRC). Prior to joining the AHRC, he was a lecturer in Australian Studies at Monash University after completing his Masters and PhD at Oxford University. Tim is the author of three books including Don't Go Back To Where You Came From: Why Multiculturalism Works, which won a 2013 NSW Premier's Literary Award. He has also been a regular columnist in The Age, The Sydney Morning Herald and The Australian.

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## PATRICK MORIARTY

Patrick is a co-founder and Executive Director of the Institute of Community Directors Australia, a division of Our Community. He is an experienced marketing executive with an in-depth appreciation of how to capitalise on changes in marketing trends. Prior to joining Our Community he held senior positions with Telstra, including Business Planning Manager for Access Products. Patrick heads up Our Community's training team, a role that has seen him develop a cult following among not-for-profit groups across the country.

# The Speakers

## MARIA DIMOPOULOS

Maria is the Managing Director of MyriaD Consultants, where she incorporates her legal knowledge as a human rights and diversity trainer. Maria has extensive experience in policy formulation in the government sector, having undertaken research for social planning and in community education. She has also successfully undertaken sensitive consultations with diverse cultural and religious communities on a range of issues including aged care, skilled migration and employment, health, domestic violence and the law. In delivering diversity and human rights programs to a wide sector of the community, Maria has contributed to a greater understanding of the cross-cultural implications in decision-making and service provision.

## PETER DOWNS

Peter has more than 25 years experience in the area of sport, physical activity and disability with a particular focus on the inclusion of people with disabilities into regular sporting environments. He was Assistant Director with the Australian Sports Commission's Integrity Unit and is currently the National Manager of Play by the Rules, which works to create a safe, fair, inclusive environment in sport and recreation. Peter is also co-founder and Director of The Inclusion Club, a not-for-profit health promotion charity.

## ATHALIA ZWARTZ

Athalia was the General Manager of Sports Without Borders until August 2013 after which she went on an overseas adventure. Since returning, Athalia has been working as a Project Coordinator at the Australian Multicultural Foundation and was recently appointed Executive Officer of Initiatives of Change Australia. Athalia has a Bachelor of Arts with Honours from the University of Melbourne, where she majored in Islamic Studies and History, and her work at the Centre for Multicultural Youth involved key roles in youth leadership and mentoring programs.

## PATRICK SKENE

Patrick has more than 10 years' experience in multicultural community sport engagement and is the Director of Sport and Media for Red Elephant Projects, a specialist consultancy involved in fan development, participation, talent, media, marketing, education, technology and programs for Indigenous and multicultural communities. Patrick's areas of expertise include research, strategy, program design and building, media, community engagement, evaluation, mentoring and program sustainability. He has worked with most of the major sports codes in Australia, as well as in the IT Industry.

"The best conference in Australia for sports and community..."

"My club is going to be so much better off with all this knowledge"

# Sports Without Borders Conference Program 2015

## The Program – Friday May 1, 2015

- 8.30am – 9.30am      **Registration Opens** (tea, coffee & water available)  
Morning Facilitator: **PAUL KENNEDY**, Host of ABC Contact Sport and ABC Breakfast  
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**Welcome & Introduction**
- 9.30am–10.10 am      **Introduction**  
**JAMES DEMETRIOU**, Co-founder & Chair, Sports Without Borders  
  
**Acknowledgement of Country**  
**RON MURRAY**, Didgeridoo soloist, cultural educator & storyteller  
  
**The State of Sport**  
**THE HON JOHN EREN MLA**, Victorian Minister for Sport (TBC)  
Hear about our aims and aspirations for this conference, participate in the Acknowledgement of Country and hear what the new Victorian Government Sports Minister has on his sports agenda.  
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**Keynote Presentation**
- 10.10am–10.50am      **The Importance of Social Inclusion: The real impacts of discrimination in sport**  
**DR EMMA SHERRY**,  
Senior Lecturer, Centre for Sport and Social Impact, La Trobe University  
**PROFESSOR RUSSELL HOYE**,  
Director, Centre for Sport and Social Impact, La Trobe University  
  
Most sporting clubs want to be as open as possible to people from all backgrounds. On some levels, it's about survival: groups that keep "outsiders" at bay are missing out on valuable talent and all the other benefits that diversity brings. But blasting out entrenched discrimination is hard (sometimes really hard). In this session, two of the country's preeminent sports thinkers will help us understand what's at stake if we lag behind, and how we can get right into the cracks.  
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**Panel Session**
- 10.50am–12pm      **Q&A Panel Session: What is the cost of discrimination to sport?**  
Facilitator **JENNY BROCKIE**, Journalist, documentary –maker; Host, Insight, SBS  
**SHAUN BURGOYNE**, AFL Footballer, Hawthorn Football Club  
**DR PIPPA GRANGE**, Director, Bluestone Edge Pty Ltd  
**JASON BALL**, Activist; Government Liaison & Project Manager, Young and Well CRC  
**RITA PANAHI**, Media commentator, 1116 SEN radio host  
**JENNI COLE**, CEO, Disability Sports Australia  
  
Leading Indigenous, All-abilities, CALD, Gender and LGBTI advocates will discuss issues of discrimination in sport and encourage the conference delegates to think deeply about the impact of discrimination on sporting participation and social inclusion.

# Sports Without Borders Conference Program 2015

## The Program – Friday May 1, 2015

12pm–12.45pm	<b>Lunch and Sports Technology Expo</b> Sports Technology Expo in main room – explore and discover how to innovate <i>Lunch is supported by the Australian Sports Technologies Network (ASTN)</i>
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	<b>Keynote Presentation</b>
12.45pm–1.45pm	<b>Discrimination In Sport: A Thought Leadership Perspective</b> <b>DR TIM SOUTPHOMMASANE,</b> Race Discrimination Commissioner, Australian Human Rights Commission  "Sport reflects, as well as shapes, the character of Australian society," Australia's Race Discrimination Commission Tim Soutphommasane believes. "What happens within the lines of the sporting field will have significance well beyond its boundaries. Crossing over that marked line does not insulate you from the rest of the world." In this keynote presentation, Tim will kickstart a frank discussion about racism in sport, referring to the 'Racism. It Stops With Me' campaign as a case study.
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	<b>Concurrent Sessions (you choose two)</b>
1.45pm-2.45pm	<b>Get the Knowledge: Best practice workshops</b>  <b>1. Developing a Digital Strategy: Real-world uses for social media</b> Facilitator: <b>CRAIG HILL</b> , Executive Director, Australian Sports Technologies Network <b>ANDREW WALTON</b> , Director, Sales & Marketing, Interact Sport  <b>2. Getting More Money: the seven pillars of raising funds</b> <b>PATRICK MORIARTY</b> , fundraising specialist and Executive Director, Institute of Community Directors Australia  <b>3. Strategies to Manage Discrimination in Clubs</b> Facilitator: <b>MARIA DIMOPOULOS</b> , Managing Director, MyriaD Consultants <b>PETER DOWNS</b> , National Manager, Play by the Rules <b>DR EMMA SHERRY</b> , Senior Lecturer, Centre for Sport and Social Impact, La Trobe University <b>ATHALIA ZWARTZ</b> , Executive Officer, Initiatives of Change Australia <b>PATRICK SKENE</b> , Director, Sport & Media, Red Elephant Projects
	.....
2.45pm-3.15pm	Afternoon Tea & Networking
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	<b>Concurrent Sessions (you choose two)</b>
3.15–4.15pm	As above
	.....
4.15pm	Close

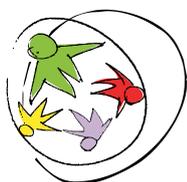
# About Us



**Sports Without Borders** is a national not-for-profit organisation, auspiced by the Australian Multicultural Foundation (AMF) and dedicated to providing support for young people from new and emerging communities to overcome the barriers of participating in community sport.

Sport has played a vital role in multicultural Australia, empowering many newly arrived Australians to develop an identity and sense of active belonging. Sports Without Borders fosters this process by:

1. Providing direct grants for new and emerging communities to participate in sport
2. Raising awareness of the challenges faced by new and emerging communities and the benefits of sport and other recreational activities in promoting social inclusion
3. Hosting an annual community sports conference to influence public policy and unite sportspeople, club officials, volunteers, policymakers, government funders, government and local government workers, peak bodies, and sports administrators
4. Consulting with community and sport organisations to enhance opportunities and inform best practices
5. Facilitating sport programs to encourage pathways in to community sport clubs.



**Our Community** is Australia's Centre for Excellence for the nation's 600,000 not-for-profits and schools, providing advice, tools, resources and training.

A multi-award-winning social enterprise, Our Community's offerings include:

1. **OurCommunity.com.au:** Training, tools and resources with Australia's most useful website for not-for-profit organisations - accelerating the impact of Australia's 600,000 charities, community groups and schools.
2. **Institute of Community Directors Australia:** Accredited training, short courses, educational tools and peer support for members of Australian not-for-profit boards, committees and councils, and the staff who support them.
3. **GiveNow.com.au:** Australia's leading giving hub, providing commission-free online donations for not-for-profits and giving education for businesses, families and individuals - helping people give more, give smarter, give better, GiveNow!
4. **Australian Institute for Corporate Responsibility:** Information and tools to help create stronger, more authentic linkages between businesses and their communities.
5. **Australian Institute of Grants Management:** Best practice education, support, training and services for government, philanthropic and corporate grantmakers, including Australia's most-used online grants management solution, SmartyGrants

# Conference Info

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

**Date:** Friday 1 May 2015

**Price:** \$300 (GST inclusive)

**LOCAL GOVERNMENT AND PEAK ORGANISATION DISCOUNT:** send six delegates, including at least two from sports groups in your community, and pay for only four - \$1200

**Parking and Public Transport:**

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

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

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

Contact Public Transport Victoria for info on timetables, ticket prices and maps [www.ptv.vic.gov.au](http://www.ptv.vic.gov.au).  
Phone 1800 800 007.

**Inclusions:** Registration cost includes lunch and refreshments. Price includes GST.

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

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

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

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

**General Enquiries:** Please email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) or phone (03) 9320 6800.

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

**Accommodation:** We recommend [www.lastminute.com.au](http://www.lastminute.com.au) or [www.wotif.com](http://www.wotif.com)

# Registration Form

## 2015 Sports Without Borders Conference

### WHY NOT REGISTER ONLINE? [www.ourcommunity.com.au/swb2015](http://www.ourcommunity.com.au/swb2015)

(Register online to generate an invoice and/or pay by credit card, cheque or EFT)

#### ATTENDEE 1 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 1 May, 2015

Name

Job / Volunteer Title

Org

Address   
PostCode

Email

Phone  Fax

Special needs  
(e.g. wheelchair access,  
dietary requirements)

Select two preferred sessions:  1. Developing a Digital Strategy  2. Getting More Money  
 3. Strategies to Manage Discrimination in Clubs

#### ATTENDEE 2 - SPORTS WITHOUT BORDERS CONFERENCE: Friday 1 May, 2015

Name

Job / Volunteer Title

Org

Address   
PostCode

Email

Phone  Fax

Special needs  
(e.g. wheelchair access,  
dietary requirements)

Select two preferred sessions:  1. Developing a Digital Strategy  2. Getting More Money  
 3. Strategies to Manage Discrimination in Clubs



Conference Alliance Partners:

