

Better Than Surviving: adapting your community organisation to the “new” New Zealand

Wellington only, 7 March

Time: 8:30am registration, until
4:30pm.

Venue:

L1 Seminar Room
Centre for Public Health Research
Massey University
102 Adelaide Road, Newtown

T: 04 380 0616

Price including GST, lunch and tea: \$195 for not-for-profit organisations, \$395 for public sector.

Places are limited. To make a booking, download a form at www.developmentaction.co.nz or contact Lee Sentes lee@developmentaction.co.nz

Workshop background

Aotearoa New Zealand has changed. Has your organisation kept pace?

It goes without saying that the change of government in 2008, the global financial crisis and subsequent recession, and the ongoing earthquakes in Canterbury have all left their marks on the community and voluntary sector.

However, the pressures of time, resources and workloads means that many organisations don't have the luxury to analyse these changes. Working on hearsay and rumours alone, it is easy to create plans and set organisational directions that don't fit current realities or are blind to both opportunities and risks.

The goal of this workshop is to help community and voluntary sector organisations gain a better understanding of key issues currently impacting the sector. A panel of carefully selected speakers will provide a breadth of valuable analysis, as well as new ideas for growing your organisation in ways you may not have considered.

Who will find this workshop useful

Community and voluntary sector managers, and governing body members who:

- Set organisational direction.
- Are closely involved in spotting both risks and opportunities.
- Need to know how best to communicate messages to public, donors and beneficiaries.
- Must brief others with the best information available on current trends and issues facing the sector.

Public sector workers who:

- Work closely with community and voluntary sector organisations.
- Need to understand the sector's views to develop responsive policy, funding arrangements or supportive opportunities.

About the presenters

The workshop has been designed as an informal discussion focused around four guest presenters. Each presenter will have a portion of the day to examine their area of interest.

Anna Kominik – Ideas Shop (www.ideasshop.co.nz)

- Assessment of what a second term National government is likely to change and the impact of those changes.
- Communication and engagement with stakeholders. How does this impact marketing, and what does “marketing” mean for the sector?
- Operational review and revision. How does the structure of an organisation impact its performance, and what changes at a board, management and administration level could be advised?

Bert Aldridge – Small But Mighty (www.sbmighty.com)

- What do private sector organisations want from relationships with community and voluntary sector organisations?
- How are these relationships formed?
- Orienting an organisation to build lasting relationships with private sector companies. The session will include a hands-on demonstration of a process to help build better relationships with the private sector.

James King - Department of Internal Affairs (www.dia.govt.nz)

- New Zealand's social profile. What do people expect/believe about civil society in 2012?
- What does this mean for basic operations like organisational advertising/marketing, fundraising, interaction with media, and community expectations, including beneficiaries and wider public?

Presenters continued...

Sue Cooper – Prometheus Finance (www.prometheus.co.nz)

- Introduction to Prometheus Finance. How it differs from traditional banks and what services it offers to the community and voluntary sector in New Zealand.
- The prospect for social enterprise in the near future.
- Prometheus Finance's opinion of the modern working environment for the community and voluntary sector in 2012.

What you will learn and do

Participants will:

- Hear from informed sources key insights into some of the most important trends currently challenging the community and voluntary sector.
- Discuss and share insight with a variety of organisations across the sector.
- Gain a better understanding of how to position an organisation so that it is fit for purpose.
- Highlight areas within organisations that have unrealised potential, such as intellectual property or private sector contacts.
- Collect a range of valuable information that can immediately be used to make better planning decisions.

How to make a booking

To guarantee your place on this workshop, please download and complete a booking form as soon as possible. Send the booking form, including a cheque for the correct amount made out to **Development Action**, to the address on the form.

Booking forms can be downloaded directly from our website www.developmentaction.co.nz.