

Connecting Up
Conference



Unleashing the power of your nonprofit

1 - 3 May 2012 • Doltone House, Darling Island Wharf, Sydney

Registration Information

www.connectingup.org/conference



Invitation

Whether you are helping rebuild lives, building communities or growing networks, every nonprofit needs technology to underpin its actions. Whether its mobile phones, Facebook, fundraising databases, office networks, or this year's buzzword 'the cloud', technology is a given in your world. But you don't have to be a geek to make smart choices.

This seventh Connecting Up conference also picks up on the growing need for the nonprofit and charity sector to be seen, to be heard and to be accountable, and the need to plan for this new level of openness and scrutiny. (Don't forget, the Australian Charities and Not-for-profits Commission – ACNC – is in business from July 1st, 2012.)

Since 2004, the Connecting Up conference has been the meeting place for nonprofits who believe in their cause and are looking to connect with the people and technologies that speak the nonprofit language. Our goal is always to provide you with opportunities to learn new skills and strategies to take home and implement straight away.

This year's highly interactive event will focus on how nonprofits and charities can:

- think strategically and plan practically about where technology fits into their plans,
- craft the messages and the methods they need to get across to their audiences, and
- manage the reality that everyone from donors to governments wants to know their business.

We'll bring you high quality speakers and panels, including:

- Nonprofit technology activist, guru and facilitator, Allen 'Gunner' Gunn,
- Sean Stannard-Stockton, one of the most respected commentators on philanthropy globally, who will tell you what funders want to hear in 2012, and
- Terry Stokes, Chief Executive of Lasa, an organisation that builds capacity in thousands of nonprofits across the UK by providing knowledge, support and resources.

We'll bring you masterclasses, including:

- a full-day workshop opportunity with Nancy Schwartz, respected nonprofit marketing guide to many nonprofits in Australia and New Zealand via her Getting Attention programs, and
- Connecting Up's very own social media, community, and content strategy specialist, Shai Coggins.

And we'll improve on the already highly successful 'speed networking' sessions that proved so popular at Connecting Up 11 in Melbourne.

Don't miss this unique platform for innovative communities, businesses and governments around Australia to share experiences, successes and lessons learned from programs and projects designed to change their 'world', whether it be a neighbourhood or a nation.

A full program will be available in February 2012 – but keep your eye on this page to grab early announcements. Better still – follow the CU12 updates on CU's twitter, Facebook and blog.

Doug Jacquier

CEO Connecting Up Inc

Host city - Sydney

Sydney is Australia's iconic face to the world, home to the World Heritage-listed Sydney Opera House, Sydney Harbour Bridge and Sydney Harbour. The city has the rare talent of combining excellent business facilities with great leisure options and today attracts the majority of travellers who head to Australia for business.

Thanks to the city's vibrant mix of cultures, every possible taste is catered for. Fresh produce is abundant and with Sydney's jaw dropping geographical harbor assets, it is not difficult to feast the eyes and stomach simultaneously.

Sydney's climate is one of its biggest allures and with an abundance of other outstanding natural assets – national parks, botanic gardens, pristine waterways and plenty of green space, there are endless ways to enjoy the outdoors in Sydney after business activities. There is also a wide range of leisure pursuits to choose from such as championship golf courses, whale watching cruises in season, scenic coastal walks, surfing and cycling tours.



Venue

Doltone House

Darling Island Wharf
48 Pirrama Road
Pyrmont NSW 2009
Reservations: +61 2 8574 0600
Email: info@doltonehouse.com.au
Website: www.doltonehouse.com.au

Doltone House is the first 6 star green rated building in NSW. This waterfront venue is situated opposite Star City Casino on the foreshore of Sydney Harbour, with views of the iconic Sydney Harbour Bridge and magical city skyline. Doltone house is only minutes from Darling Harbour and the CBD.

Website

For all the latest information on the conference and to register online please visit the website:
www.connectingup.org/conference

Keynote speakers



Allen Gunn (*Gunner*)

Allen (aka 'Gunner') is one of our international keynote speakers. He was the 'hit' of Connecting Up '09 (#CU09) in Sydney and we are delighted to have him back. Allen 'Gunner' Gunn is the Executive Director at AspirationTech. He has over twenty years of software development, senior management, and capacity building expertise, and has spent the last fifteen years exploring how technology can most effectively empower and support social justice causes.



Nancy Schwartz

Nancy E. Schwartz, president of Nancy Schwartz & Company (NS&C), designs and implements marketing and communications programs to help nonprofit and foundation clients nationwide to maximize their impact and profits. Combining strategic perspective, practical vision, and a broad range of technical skills, Ms. Schwartz provides nonprofit clients with innovative approaches to meeting their goals.



Sean Stannard-Stockton

Sean Stannard-Stockton is a wealth advisor at Ensemble Capital Management where he specializes in serving philanthropic families. He is the author of the Tactical Philanthropy blog and a columnist for the Chronicle of Philanthropy. A sought after public speaker, he is regularly quoted or referenced in the mainstream media such as The New York Times, Wall Street Journal, Washington Post, and National Public Radio.



Terry Stokes

Terry Stokes is Chief Executive of Lasa. Lasa helps empower and support thousands of third sector and government bodies across the UK each year by providing knowledge, support and resources. Its clients include Age UK, Shelter and Citizens Advice Bureau. Terry also has considerable experience as a consultant on Citizens Advice and Information Services (CAIS) projects in a number of Eastern European countries, and has wide experience of partnership working across Europe, the US and Australasia.



Shai Coggins

Shai Coggins is Manager, Content & Community at Connecting Up. She handles the different communication and marketing channels of the organisation, including web content and online community strategies. Shai is experienced in speaking and writing on the topics of social media, online content, and web community in Australia, the USA, and some parts of Asia. Shai was named as one of the "Most Influential Women in Technology (Bloggers)" by Fast Company in 2009 and acknowledged in several "top lists" for bloggers and social media practitioners.

Masterclasses

The Bull's Eye Marketing Plan Workshop - Think, Target and Connect

Nancy Schwartz

Date: Thursday 3 May, 9am to 4-30pm

Cost: \$220 (\$250 after 23 March)

A clear and comprehensive marketing plan is the most reliable path to motivating your target audiences to act now and a practical, realistic guide to prioritising marketing opportunities.

These advantages are absolutely crucial for associations and charities in this time of decreased budgets and increased competition. Here's how to get them. Immerse yourself in this intensive, limited-enrollment, one-day workshop, and marketing expert Nancy Schwartz will help you strip away the muddled messages and impossible to-do lists that diminish your marketing impact.

You'll exit the workshop with an outline of a focused, practical marketing plan that will work for your association or charity, a clear understanding of your target audiences and the messages that will move them to act now. Think, target and connect!

Note: Other potential masterclasses are under consideration. Don't forget to register for updates.

Social program

Nonprofit Decision Makers' Breakfast

Tuesday 1st May

7.30 - 8.30am

Doltone House

The Nonprofit Decision Makers Breakfast will be held in the Parkview room at Doltone House. Cost is \$50 per ticket. The breakfast will feature key speakers addressing the major changes to nonprofit sector accountability currently being put in place by the Commonwealth Government.

Welcome Reception

Tuesday 1st May

5.30 - 6.30pm

Doltone House

The Welcome reception will be held in the Trade Exhibition Area in South Wharf at Doltone House. Cost is included in full registration fee. Extra tickets can be purchased at \$60 each.

Conference secretariat



Connecting Up 2012

Sapro Conference Management
Unit 12, 202 Glen Osmond Road
Fullarton SA 5063
Tel: +61 8 8274 6044
Fax: +61 8 8274 6000
Email: cu12@sapmea.asn.au
Web: www.connectingup.org/conference

Registration information

The method of registering is online via the Conference website: www.connectingup.org/conference/register

Registration Fees

All fees are quoted in Australian dollars (inclusive of GST).

	Early Bird on or before 23 March 2012	Full Fee after 23 March 2012
Full Registration	\$395	\$495
Thursday Masterclass Registration	\$220	\$250

- Full Registration fee includes admission to sessions on Tuesday and Wednesday, morning tea, lunch and afternoon tea on both days, Welcome Reception, satchel and conference material.
- Thursday masterclass fee includes admission to masterclass, morning tea, lunch and afternoon tea on Thursday.

Method of payment

Payment of fees in full MUST accompany all registrations. No registration will be confirmed until payment is received. The Secretariat accepts the following methods of payment:

- Credit card
- Australian cheque
- Australian money order
- Bank draft in Australian dollars

Please make payable to SAPMEA.

Overseas delegates - a personal cheque will not be accepted and will be returned to sender. All major credit cards are accepted - payments will appear as SAPMEA on your credit card statement. A GST invoice will be produced only once the registration form and payment, or a purchase order, have been received. Alternatively, retain a copy of the registration form, once submitted with payment, which will act as a valid Tax Invoice for GST purposes.

- Electronic Transfer
BankSA (St George bank), North Adelaide Branch, South Australia
Account Name: The South Australian Postgraduate Medical Education Association Inc.
Swift Code: SGBLAU2S
BSB Number: 105 022
Account Number: 112596640
Reference: '9265/Invoice#'

Please forward remittance advice by email to admin@sapmea.asn.au or fax through when deposit made via electronic transfer, fax: +61 8 8274 6000.

Cancellation

Cancellation of registration must be made in writing to the conference Secretariat. Fees paid will be refunded as follows:

- Cancellation on or before Friday 13 April - full payment less administration fee of \$100.
- Cancellation after Friday 13 April - no refund.

Registrations are transferable to a colleague at any time prior to the conference, provided the conference Secretariat is advised in writing.

Registration acknowledgement

Your registration will be acknowledged via email. Registration fees are based on date of receipts of payment (not based on date of receipt of registration forms). A Tax Invoice will be provided, if requested for GST purposes.

Registration desk

The conference registration desk will be situated in Doltone House. It will be open daily from 8am.

Liability disclaimer and insurance

In the event of industrial disruption or other unforeseen circumstances, conference organisers accept no responsibility for loss of monies incurred by delegates. We strongly advise delegates have travel insurance to cover non-attendance due to illness.

Accommodation

Accommodation

Rooms have been reserved for Connecting Up 2012 registrants at special conference rates at the following properties. Accommodation bookings for the following rates can only be booked through Sapro Conference Management. To secure your booking you are required to provide full prepayment of accommodation which will be given to the hotel of your choice. Availability of accommodation cannot be guaranteed after 29th March 2012, or if sold out prior to this date.

Rates quoted are per room per night using existing bedding, include GST and do not include breakfast (unless otherwise stated).

- **Astral Tower at The Star**

80 Pyrmont Street, Pyrmont
(300m from conference venue, a 5 minute walk approximately)

Astral Tower at The Star is located near the foreshore of Sydney Harbour at Pyrmont and is just minutes from central Sydney via the Sydney Light Rail. The rooms at the Astral Tower at The Star are elegant and contemporary, featuring marble bathrooms, stylish furnishings and modern amenities. The rooms also feature high speed internet access, a workstation and individually controlled A/C and heating. The Star complex features an array of restaurants and bars, a 24-hour business centre and broadband internet access in public areas.



Room Type	Bedding	Conference Rate
Deluxe Pyrmont View room	1 King	\$260
<i>- Breakfast price: \$34.90 per person per day at Garden Buffet. Please book at check-in.</i>		
<i>- Cancellations or nights reduced on or after 30th March will be non refundable.</i>		

- **Oaks Goldsbrough Apartments**

243 Pyrmont Street, Pyrmont
(1 km from conference venue, a 12-15 minute walk approximately)

Oaks Goldsbrough Apartments offer central Sydney accommodation in an architecturally renovated historic landmark building. The Apartments are situated in the hub of Darling Harbour and combine the charm and elegance of the 1800s, with all the modern amenities for your business stay. Oaks Goldsbrough combines superior facilities and impeccable service of a luxury hotel with the privacy and spaciousness of self-contained apartments. Oaks Goldsbrough provides one and two bedroom fully self contained apartments and comfortable studios with full kitchen facilities. Guests can enjoy the sauna, pool area, spa and gym, coffee shop and the light rail and mono rail stations at the door. There are also secretarial services including photocopying and facsimile.



Accommodation

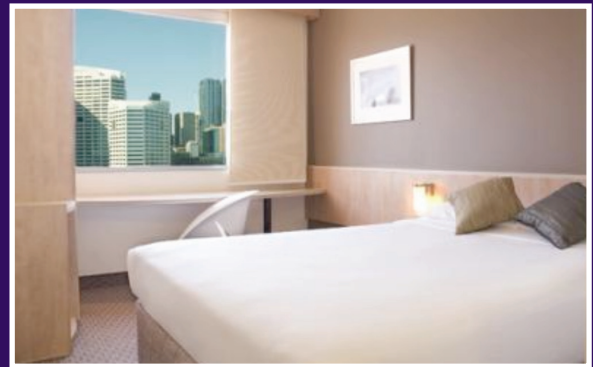
Room Type	Bedding	Conference Rate
Studio apartment	1 King or 2 Singles	\$180
One bedroom apartment	1 Queen	\$198
Two bedroom apartment	1 Queen and 2 Singles	\$329

- *GST does not apply to accommodation at Oaks Goldsbrough.
 - Cancellations received on or after 13th April will incur a cancellation fee equal to one night's accommodation.

- **Hotel Ibis Sydney Darling Harbour**

70 Murray Street, Pyrmont
 (550m from conference venue, a 7-10 minute walk approximately)

Ibis Sydney Darling Harbour is in the heart of the tourist district of Sydney, with many of the 256 hotel rooms offering spectacular views of Darling Harbour and the city. The hotel features Internet access, a restaurant, bar and easy access to the Monorail and Light Rail services. The rooms are inviting, modern and cosy, offering a comfortable bed, a functional bathroom, an LCD TV and blackout blinds. Star City Casino, Sydney Aquarium, the Maritime Museum and the Powerhouse Museum are all within walking distance of the hotel.



Room Type	Bedding	Conference Rate
Pyrmont View room	1 Queen	\$169
Harbour View room	1 Queen	\$189

- Breakfast price: \$19.50 per person per day for Full Buffet. Please book at check-in.
 - Cancellations received on or after 30th March will incur a cancellation fee equal to one night's accommodation.

- **Early and late check-in**

Check-in is from 2pm at Oaks Goldsbrough Apartments and Hotel Ibis Sydney Darling Harbour and 3pm at Astral Tower at The Star. Whilst the hotels will do everything possible to accommodate early arrivals, if you wish to be guaranteed immediate access to your room, you will need to pay an extra day's tariff for the night before. Please indicate if you will be arriving at your hotel after 6.00pm. Failure to do so may mean your room will be released.

- **Change or cancellation of booking**

Due to the nature of group bookings any booking changes or cancellations must be made in writing to Sapro Conference Management and NOT directly to the hotel.

* Photos are examples and may not reflect the end product.

General information

Getting to Doltone House

Doltone House, 48 Pirrama Road, Pyrmont (opposite Star City on the ground floor of the Accenture Building)

*Please refer to map on back page.

- **Walking**

From Town Hall, take a short walk over the Pyrmont Bridge at Darling Harbour and Darling Island Wharf is located opposite Star City Casino.

- **Parking**

Discounted rates are available at Wilson Harbourside Car Park (100 Murray Street Pyrmont) – validation upon arrival at Doltone House. Alternatively Star City Casino (opposite Darling Island) is also available (rates as per Star City).

- **Light rail**

Departs from Central Station to Star City Casino every 10 - 15 minutes. For further information call (02) 9552 2288 or visit www.metrolightrail.com.au.

- **Ferry**

Departs from Wharf No. 5 at Circular Quay and stops at Pyrmont Bay. For route and timetable information on Darling Harbour - Pyrmont Bay ferry call 13 15 00 or visit www.sydneyferries.info/timetables/darling-harbour.htm.

- **Taxi**

Approximately 20 minutes from Sydney's Domestic Airport and approximately 5 minutes from Sydney's CBD.

- **Water taxi**

For further information call Water Taxis Combined 1300 666 484.

- **Bus**

The State Transit Bus Route 443 and 448 regularly departs Circular Quay / City QVB to Pirrama Rd. For route and timetable information, call 13 15 00 or visit www.sydneybuses.info/timetables.htm.



Sydney Airport Transfers

The Sydney Airport is situated approximately 10 kms from the central business district and major hotels.

- **Taxi**

You may choose to take a taxi from Sydney Airport to the city. Taxis are available outside all terminals. The cost is approximately \$50 one way depending on traffic conditions.

- **Buses**

Sydney Buses has a timetabled service, route 400, between Bondi Junction and Burwood with stops at both International (T1) and Domestic (T3) Terminals. Clearly marked bus stops are located on the arrivals level outside each of these terminals. General information about fares, timetables and connections to other parts of Sydney is available at www.sydneybuses.info.

- **Trains**

There are train stations located at both the International and Domestic Terminals which operate as part of the Airport Link train service. Airport Link is a fast and convenient way to reach the centre of Sydney. Trains run approximately

General information

every 10 minutes and the journey into the city takes only 13 minutes. The Domestic Terminal train station is located directly between T2 and T3 Terminals and is accessible from within the terminals from the Arrivals level. The International Terminal train station is located at the northern end of the terminal and is accessible from the arrivals level. The rail stations link directly to the City Circle which means most city destinations are within a short walk of stations. For more information about Airport Link, including fares, maps and travel planners, visit the Airport Link website or phone +61 2 8337 8417.

Catering

Morning and afternoon teas, lunches and the Welcome Reception are included in the Registration Fee. They will be served in the Trade Area in South Wharf of Doltone House each day. Name badges must be worn to enter this area.

Dietary and mobility needs

Should you require any special assistance, catering or mobility requirements, please include a notation on the online registration form.

Exhibition

An Exhibition will be held in conjunction with Connecting Up 12. The Exhibition will be held in South Wharf of Doltone House. The morning, afternoon teas and lunches will be served in this area.

Organisations interested in supporting this event should download the Sponsorship Prospectus from the website: www.connectingup.org/conference/sponsorship. For all other Sponsorship or Exhibition enquiries please contact Lisa Beckham at Sapro Conference Management on 08 8274 6044 or email lbeckham@sapmea.asn.au.

Name badges and tickets

Name badges and delegate satchels will be provided at the Registration Desk located South Wharf of Doltone House. Admission to all sessions, morning and afternoon teas, lunches and the Welcome Reception is by name badge only.

Privacy

Please complete the section of the online registration form relating to privacy if you do not wish your personal information to be included in the published Delegate List, which will be circulated to all delegates and exhibitors at the Conference

Disclaimer

Every effort has been made to present as accurately as possible, all the information contained in this brochure. The Organising Committee, SAPMEA incorporating Sapro Conference Management and its Agents act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or misdescription, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this brochure. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.

www.connectingup.org/conference

