



# DARVVIN CONVENTION CENTRE 2015 29 APRIL - 1 MAY

### "A value proposition is a collection of reasons why a person or company should engage with your organisation"

While ensuring a strong value proposition has always been critical in the corporate world, it's also something that should be squarely on the public sector agenda. Council CEOs and Mayors worldwide are grappling with the need to operate effectively and remain relevant in a complex and inter-dependent world. Internationally, some local governments have started to embrace new models in a response to these challenges, from broking innovative solutions with the corporate world, through to creating new hubs for people to connect and explore collaborative learning and business development.

FOR MORE INFORMATION AND TO REGISTER ONLINE, VISIT WWW.LGMA.ORG.AU

The 2015 LGMA Congress & Business Expo will explore some of these key trends and draw upon examples where local governments have had successes in creating new value propositions in their communities through leadership, partnerships and collaboration. We will bring together thought leaders and practitioners in this space to help you determine your council's value proposition.

PRESENTED BY



PRINCIPAL PARTNER





## **KEYNOTE SPEAKERS**



### TIM COSTELLO AO

One of Australia's leading voices on social justice issues and the former Mayor of St.Kilda, Mr Costello is the perfect candidate to challenge delegates to consider what the community experience of councils is, and the many possible roles councils can play in communities. Drawing on his prolific experience across the range of social issues, Mr Costello will deliver a keynote presentation that is relevant to every type of council, compelling to any thinking individual and challenging to the concept of understanding local governments' value proposition.



### **JANE CARO**

Jane Caro is one of Australia's most formidable commentators. A prolific talent with a gift for writing, a passion for education and a guiding light for many women young and old, she appears regularly on the ABC's Gruen Transfer, as well as a host of other programs including Channel 7's Sunrise, Sky News Late Agenda and Political Forum with Richard Glover. With 30 years of experience in the advertising world under her belt, Ms Caro remains in high demand by advertising agencies thanks to her award-winning writing. It is this experience we will ask Ms Caro to draw on to address the image problem some councils face and consider ways to present their value proposition.



### **DR BARRY JONES** AC

The writer, lawyer, broadcaster and former Labor Minister has been invited to Congress to share his views on leadership in government. Dr Jones has plenty to draw on. He is a polymath and one of Australia's leading intellectuals. Among his many achievements he is a former Labor Minister, and was Australia's longest serving Science Minister in the Hawke government. He has written a number of books and was awarded the 2014 Companion of the Order of Australia for 'eminent service to the community as a leading intellectual in Australian public life.'

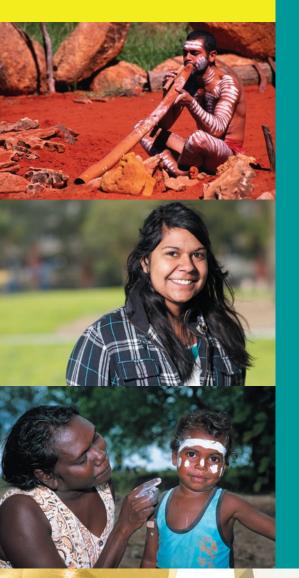


DID YOU KNOW. The new 2015 LGMA National Council Membership allows up to five staff to attend Congress at a heavily discounted rate. Offer the ultimate professional development experience to your hard-working team today. Visit www.lgma.org.au for details.



### EMCEE KARLA GRANT

Guiding you through these heady questions will be Karla Grant, host and executive producer of Australia's premier indigenous news and current affairs program, Living Black. Ms Grant is an esteemed journalist with a long history covering major issues such as reconciliation and land rights, for news and feature documentaries.



## LOCAL GOVERNMENT: THE VALUE PROPOSITION

How do councils define their value proposition?

The Congress program has been designed to map out the steps council's need to go through, to understand their value proposition.

- > What is the community's experience?
- > What is the alternative to councils?
- > Have you got proof?
- > What are you offering?
- > What are the real benefits?

### BIG IDEAS WORLD CAFÉ

It's a very big world out there with billions of ideas, and we will attempt to bring you as many as we can by continuing the main stage Big Ideas forum in a World Café break out session. Presenters will be given seven minutes to share one idea on the theme, Local Government: The Value Proposition.

## Indigenous Employment and Leadership in Local Government – a two-way Value Proposition

Come and be part of the conversation and develop an action plan regarding:

- > The Value Proposition for LG regarding increasing Indigenous workforce participation
- > The Value Proposition for Indigenous people to work in LG, eg place-based employment and diverse career pathways
- > What are the opportunities?
- > How we can support more Indigenous employees into supervisory, management and leadership pathways?

Register your interest by emailing Alex Kats on alexkats@lgma.org.au or 03 9682 9222

More information will be available from December 2014

Introducing . . . the inaugural **National LGMA Federation Awards**. For the first time, winners of the state LGMA awards will be given the chance to vie for national honours. Go to www.lgma.org.au for details.

## CONGRESSPLUS

Darwin ... what a destination!

As Australia's gateway to Asia, Darwin City has strategic access to the world's most exciting new economies. Australia's only tropical capital, Darwin is perfectly situated across the Timor Sea, and a community melting pot of people and cultures that prides itself on diversity and culture.

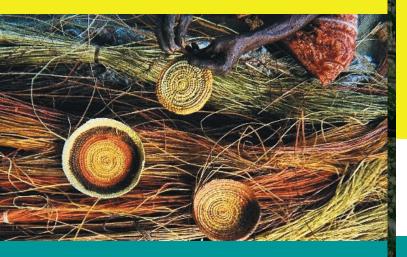
Take advantage of the CONGRESSPLUS deals to make the most of Darwin.

### **PARTNERS TOURS**

Day 1 - Darwin highlights, including a jumping crocodiles river cruise, Fog Dam and Windows of the Wetland.



Day 2 - Aboriginal cultural highlight tour, featuring art, Dreamtime stories, history, clapstick painting and basket weaving.



### **STUDY TOUR**

This year's study tour will cater to a range of interests, from major infrastructure and economic developments through to historical landmarks and wetlands and biodiversity management. The itinerary includes includes Cullen

Bay, Mindil Beach and Fannie Bay, East Arm Industrial Precinct, Sanctuary Lakes in Palmerston, Lyons Community Centre and the Larrakeyah Naval Base.

#### **WELCOME RECEPTION**

We are heading off-site in 2015, and holding the Welcome Reception at Crocosaurus Cove, located in the heart of Darwin city. Get up close and personal with Australia's iconic saltwater crocodiles, while reconnecting with colleagues and exhibitors.

### **SOCIAL EVENING**

Taste the flavours of the famous sunset Mindil Beach Night Markets. Soak up the tropical night air and enjoy the exotic food the Top End has to offer.



### CIVICA BREAKFAST

Principal Partner Civica will once again host the popular Women in Local Government Networking Breakfast.

### ICMA INTERNATIONAL BREAKFAST

For those who have travelled internationally to attend Congress, as well as those with an interest in international issues in local government – this breakfast is not to be missed.

### **GALA DINNER**

The Convention Centre will come alive at night for the Gala Dinner. Some very special entertainment is in store for delegates, as well as the official handing over of the LGMA National Presidency, and the inaugural National LGMA Federation Awards.

### CONGRESS WILL BE HELD AT THE DARWIN CONVENTION CENTRE

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