

5TH NATIONAL CONFERENCE MAKING WAVES EARLY LITERACY & COLLECTIVE IMPACT



WEDNESDAY 25TH, THURSDAY 26TH & FRIDAY 27TH MARCH 2015
UNIVERSITY OF WOLLONGONG & SALVATION ARMY CONFERENCE CENTRE WOLLONGONG

Paint the Town REaD Ltd together with Paint the Gong REaD and Paint Shellharbour REaD invites you to register for our 5th National Conference.

Paint the Town REaD (PTTR) Ltd is an early literacy collective impact charity whose aim is to encourage all levels of the community to support the development of children's early literacy skills from birth, which are critical for future success in school and life.

So come and join us, whether you're from the city or the country, work in early childhood services, libraries, child and family services, volunteer in a Service Club, or you're a strategic planner in your government position – or if you just want to learn about how to get started painting your community REaD.

PREVIOUS CONFERENCE ATTENDEE TESTIMONIALS

- *Conference was a good mix of the academic, practical and was inspiring.*
- *Lots of ideas, learnt to promote reading to my CALD families.*
- *It informed my thinking about how to think/plan/proceed with a pilot project using the AEDI.*
- *I now have a plan of action: how to engage my local community and support 'PTTR'.*
- *Now have more interesting and creative resources for my playgroup.*

THE CONFERENCE VENUE

Day 1

**University of Wollongong
Early Start Building**

Northfields Ave
Wollongong NSW 2522
<http://uow.edu.au>

Day 2 and Day 3

**Cafe Essay
Salvation Army Conference Centre**

11-13 Burelli Street
Wollongong NSW 2500
<http://salvos.org.au/wollongong/>

 **REGISTRATIONS CLOSE 13 MARCH 2015**





5TH NATIONAL CONFERENCE SPECIAL EVENTS

MAYORAL PTTR PROGRAM WORKSHOP - THURSDAY 26TH MARCH 2015 Wollongong City Council Administration Building Wollongong

The Collective Impact model of PTTR works best where Mayors 'champion' the importance of reading with children from birth. Please encourage your Lord Mayor/Mayor to accept the invitation from the Lord Mayor of Wollongong Councillor Gordon Bradbery OAM to attend the Mayoral PTTR Program as part of this year's 5th National Conference.

The Lord Mayoral Workshop for visiting Mayors is to be held in the Wollongong City Council Administration Building with host Lord Mayor Councillor Gordon Bradbery OAM.

PROGRAM:

| | |
|---------|---|
| 8.30am | WELCOMES |
| 9am | KEYNOTE SPEAKERS |
| 10.30am | MORNING TEA WITH DELEGATES |
| 11am | LORD MAYORAL WORKSHOP IN LORD MAYOR'S BOARDROOM |
| 12.30 | LUNCH & LORD MAYOR'S TOUR OF CHILD FRIENDLY SITES AROUND THE GONG! |
| 7pm | DINNER |

CONFERENCE DINNER - 7PM, THURSDAY 26TH MARCH 2015 Chifley Hotel Wollongong

Enjoy dinner with one of our fabulous conference speakers. Discover more about what they do and how they do it. This is your opportunity to join a small group and ask questions.

COST: \$50 includes a two course meal and drinks on arrival

VENUE: Chifley Hotel Wollongong. 60-62 Harbour Street, Wollongong

SPEAKERS:

To assist in your selection of dinner speaker please see the web address below their name.

Chair: Rhonda Brain OAM
Creative Director, Paint the Town REaD Ltd

June McLoughlin
Director Family and Children's Services,
Doveton College
<http://www.dovetoncollege.vic.edu.au/>

Paul Prichard
Training & Development Manager,
Centre for Community Child Health
<http://www.rch.org.au/ccch/>

Dr Amanda Howard
Program Convenor,
School of Humanities & Social Science
<http://www.newcastle.edu.au/profile/amanda-howard>

Barbie Bates
Executive Director, Paint the Town REaD
<http://www.paintthetownread.info/>

Suzie Gorman
AEDC Coordinator
<http://www.aedc.gov.au/communities/community-stories/nsw>

 **SPACES FOR THE CONFERENCE DINNER ARE LIMITED SO PLEASE REGISTER EARLY.**



DAY 1 - WEDNESDAY 25TH MARCH 2015

UOW - EARLY START INITIATIVE

VENUE: Early Start Building
The University of Wollongong
<http://earlystart.uow.edu.au/index.html>

Early Start: A shared space for Teaching, Research and Community Engagement

The University of Wollongong's Early Start initiative is the most sophisticated teaching, research and community engagement enterprise in higher education. Based on the premise that 'every child deserves the best possible start to life' the \$44 million venture includes a state-of-the-art building at the University's Wollongong campus, the exciting Early Start Discovery Space for children and families and connections to a network of 41 Early Start Engagement Centres across NSW and ACT. Through this transformational project, UOW aims to create and enrich life opportunities for children, families and communities.

At Early Start we believe that every child, every student, every parent, every teacher and every community has potential. Early Start can be the catalyst for fulfilling this potential!



**PLACES FOR THIS SESSION LIMITED TO 100 DELEGATES.
ALLOCATION MADE IN ORDER OF RECEIPT OF REGISTRATION**



1.45pm

REGISTRATION

2.00pm

Master of Ceremonies:
Associate Professor Pauline Lysaght
Associate Director, Early Start Discovery Space

2.15pm

Welcome to country: **Richard Davis**

2.30pm

PRESENTATIONS OF THE EARLY START INITIATIVE
Welcome to the UOW: Mr John Steele
Executive Dean, Faculty of Social Sciences

A first for Australia, a model for the world: an overview of Early Start
Professor Marc de Rosnay
Professor and Academic Head, Early Start Discovery Space

The Early Start Research Institute
Professor Tony Okley
Director of the Early Start Research Institute (ESRI)

Early Start - a global perspective
Professor Iram Siraj
Institute of Education, University of London and UOW

The Discovery Space - discovery learning spaces for children and adults
Mr Adam Selinger
Project Coordinator, Early Start Discovery Space

4pm

Learning through play – facilitated session in the Early Start Discovery Space

5pm

DRINKS/CANAPÉS AND NETWORKING

Word from the Sponsor
Associate Professor Ian Brown
Head of School, School of Education



DAY 2 - THURSDAY 26TH MARCH 2015 SALVATION ARMY CONFERENCE CENTRE



8am

REGISTRATION

8.30am

Chair: Barbie Bates
Executive Director, PTTR

Welcome to Country: **Richard Davis**

Welcome: Lord Mayor, **Councillor Gordon Bradbery OAM**

9am

KEY NOTE:

How collective impact can be translated into the Australian context in relation to Paint the Town REaD

Kerry Graham

Principal Consultant, Collective Impact in Australia
Associate, Centre for Social Impact

9.45am

KEY NOTE:

Communities are often defined by funders, policy makers and even by local people in terms of what is missing. Focusing instead on local strengths, capabilities and assets and building community capacity from the inside out has revolutionised communities in Australia and around the world. It is a powerful paradigm shift, which leads to better outcomes for children, families and whole communities.

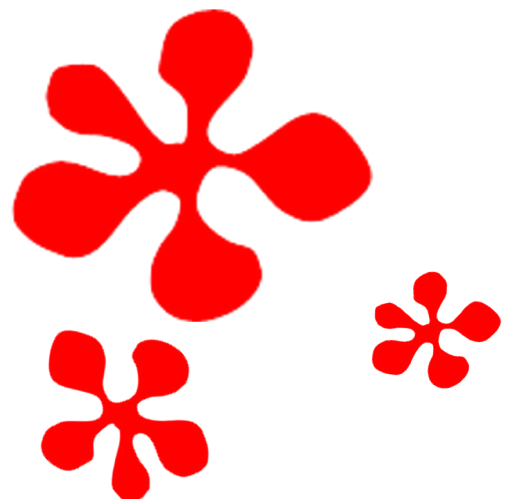
Dr Amanda Howard

Program Convenor School of Humanities & Social Science,
University of Newcastle

10.30 - 11am

MORNING TEA

NETWORKING, POSTER DISPLAYS, EXHIBITOR STALLS





DAY 2 - THURSDAY 26TH MARCH 2015

SALVATION ARMY CONFERENCE CENTRE

WORKSHOPS 11AM - 12.30PM

Please select three workshops in order of preference on your Registration Form. Seats are limited and will be allocated on a first-in basis.

A. NOW YOU KNOW HOW TO CHANGE THE WORLD, LET'S GET DOWN TO MAKING IT HAPPEN – STRENGTHS/ASSET BASED COMMUNITY DEVELOPMENT IN ACTION.

Dr Amanda Howard

Program Convenor, School of Humanities & Social Science

Building on the keynote by walking through ideas, tools and practical tips for getting strengths or asset based community development moving in your work/community. We will be hands-on and get you started, or build on the start you have already made.

B. PARENTS | FIRST EDUCATORS IN LANGUAGE DEVELOPMENT FOR LITERACY SUCCESS! '8 NATURALISTIC CONDITIONS.'

Karelynn Randal

Educator and Coach, MBL Consultancy

85% of our children's success in life is determined by the ability to communicate effectively; it's critical to develop social-emotional intelligence, engage productively in educational opportunities, communicate a positive presence and fully engage in life. Let's make that a possibility!

C. THE UPS AND DOWNS OF INVOLVING CORPORATE PARTNERS

Marina Savron

United Way - Australia

Solely funded by corporate sponsors, our work takes place in communities that are far removed from the corporate world. Discover the benefits and challenges, and ways we have connected corporate volunteers with communities with vulnerable children successfully... and not so successfully.

D. OPERATION CELEBRATION: COMMUNITY UNITY

Rhonda Brain OAM

Creative Director PTTR Ltd

A "how-to" on staging a creative and fun-filled Community Reading Day: the plan, the lead up, the execution. Participants will leave with a ready-to-use, reading day plan and accompanying resources.

E. WRITING THEIR STORY - CHILDREN OF LITTLE YUIN ABORIGINAL PRE SCHOOL

Elizabeth Wilson

Literacy Consultant

Lea Sutherland

Director, Little Yuin Aboriginal Pre School, Wallaga Lake NSW

We will share a journey from 2013 with eight four year old children in their transition experience from home to the wider world of school. The aim of our project was for them to enjoy creative workshops where story, art, illustrating and publishing produced a picture book they could be proud to share, reflected who they are and their Indigenous identity.

AND

SOUTH COAST PLAY, TEACH, LEARN PROJECT. SISTERS DREAMING & ECTARC

Alison Gillespie

IACC - ECTARC

Local Indigenous organisation Sisters Dreaming and ECTARC facilitated workshops in eight Indigenous communities in the South Coast. The literacy component was based on a culturally appropriate literacy kit. This workshop will outline the journey with an emphasis on how shared partnerships were developed across the home/early childhood setting. We will explore the literacy kit to see the value of cultural resources in supporting literacy development with Indigenous children and their families.



DAY 2 - THURSDAY 26TH MARCH 2015 SALVATION ARMY CONFERENCE CENTRE

12.30PM - 1.15pm LUNCH

1.15pm

KEY NOTE: 'TOGETHER WE CAN MAKE A DIFFERENCE'

The development of the Doveton College initiative, including policy and implementation challenges, achievements to date, and the implementation of Paint the Town REaD.

June McLoughlin

**Director Family & Children's Services, Doveton College & Board Director
Early Learning Association Australia and ACECQA.**

WORKSHOPS 2 - 3.30PM

Please select three workshops in order of preference on your Registration Form.
Seats are limited and will be allocated on a first-in basis.

A. PLAYFUL COMMUNICATION – SUPPORTING LANGUAGE WITH STORY, POETRY, RHYME AND SONG!

Sandra Lennox

**Assistant Dean & Senior Lecturer, School of Education Director,
The University of Notre Dame Australia**

For long term literacy success, playful communication when adults share quality literature in purposeful ways is essential. The way we share may open or close learning opportunities. Increase your confidence and expand your repertoire of practical strategies using stories, rhymes, chants and song to actively involve babies, toddlers and older preschoolers.

B. 100 STORIES BEFORE SCHOOL – SUPPORTING FAMILIES WITH CHILDREN AGED 3-5 YEARS

Sue Pearce

Early Literacy Journey

Sharing stories before school is known to grow family bonding and powerfully influence later learning at school. A model has been developed that includes free web based resources for educators /carers including linkages with EYLF & NQS. Inform and enthuse your learning community.

AND

ENHANCING EARLY LITERACY PRACTICES IN EARLY CHILDHOOD SERVICES

Gaye O'Donohue

Director, The Sometime Centre

Jane Hayden

Inclusion Support Facilitator

Children's Services, Holroyd City Council

How do early childhood services enhance their EYLF early literacy practices and community engagement, and have fun at the same time? Come and get some great ideas from the Paint Holroyd REaD early childhood specialists.



DAY 2 - THURSDAY 26TH MARCH 2015 SALVATION ARMY CONFERENCE CENTRE

WORKSHOPS 2 - 3.30PM CONTINUED

C. HOW 'LIZARDS' CREATED LANGUAGE AND LITERACY.

Karelynn Randall

Educator and Coach, MBL Consultancy

'Lizards' is a strength-based literacy intervention model that empowers educators who in turn empower students to overcome limitations of educational failure and social exclusion, enriching the lives of little children, youth and parents, creating wellbeing and possibility.

D. SPEAK – AN INNOVATIVE SPEECH AND EARLY LANGUAGE DEVELOPMENT APP FOR FAMILIES AND EDUCATORS

Stephanie Crick

School Development Officer, Department of Education, Training & Employment

Louise Flaherty

Centre for Children's Health & Wellbeing, Children's Health Queensland.

Be inspired by the practical ideas and strategies contained in this innovative speech and language app designed for parents of young children and early childhood educators. Get a hands-on experience in using the app and each participant will receive an 'app pack' with oral language and early literacy information and tools.

E. KOALA JOEYS FAMILY PROGRAM

Gwen Rayner

Butterfly Wings Early Years Consultancy

The Koala Joeys Family Program, designed to run out of schools and community centres, focuses on empowering parents and carers to use nursery rhymes, songs, dance, movement and stories as a tool to form a secure attachment. Learn about this free universal program, which is non-discriminatory and non-targeted.

F. HOW TO BE YOUTUBE STARS

Margaret Redrup-May

Lee Castledine

Blacktown City Libraries

The workshop will focus on the inclusion of filming and placing their Baby Rhyme Time programs on YouTube. These videos have been viewed over 9000 times in the past six months. Join us in looking at the elements of our successful early literacy program, the lessons we learnt in becoming YouTube Stars, and our plans for the future.

AND

MUDDY WATERS

Gail Robinson

Children for Communities, Deception Bay

This workshop draws on the experience of Deception Bay Reads - a community response to low levels of literacy in an area in south east QLD identified as having low socio-economic indicators. The workshop will use creative arts-based practice to explore the strengths and challenges of a mythical town and, through this, see how energised responses can be developed.



DAY 2 - THURSDAY 26TH MARCH 2015

SALVATION ARMY CONFERENCE CENTRE

3.30 - 4pm

AFTERNOON TEA

NETWORKING, POSTER DISPLAYS, EXHIBITOR STALLS

4.15pm

PANEL: COLLECTIVE IMPACT IN YOUR OWN BACKYARD

How Collective Impact can be translated into the Australian context
(Paint the Town REaD is an example)

DOES COLLECTIVE IMPACT REALLY MAKE A DIFFERENCE?

WHY DO IT?

HOW COULD IT BE DONE BETTER?

WHERE ELSE IS IT WORKING WELL?

Chair: Barbara Wellesley AM
Convenor, ARACY - Early Years Chapter

Kerry Graham
Principal Consultant, Collective Impact in Australia

Dr Amanda Howard
Program Convenor, School of Humanities & Social Science

June McLoughlin
Director Family & Children's Services, Doveton College

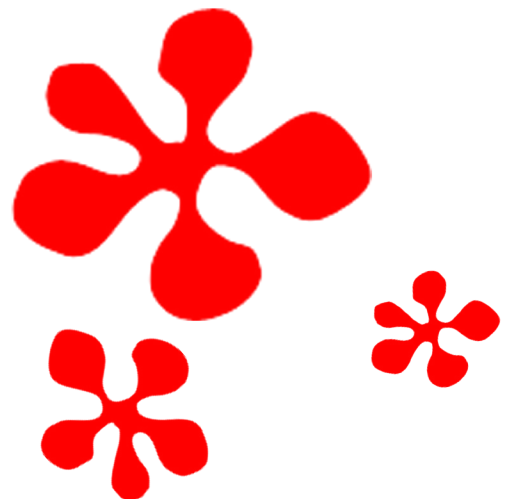
Barbie Bates
Executive Director, PTTR

5pm

WRAP UP

5.15pm

CLOSE





DAY 3 - FRIDAY 27TH MARCH 2015

SALVATION ARMY CONFERENCE CENTRE

✿ 8am

REGISTRATION

8.30am

Chair: Tracey Kirk-Downey
Paint the Gong REaD

9.00am

KEY NOTE: "Working with and through parents NOT to and for them. Transformations through peer led parenting interventions".

Paul Prichard
Training & Development Manager, Centre for Community Child Health (CCH) Royal Children's Hospital Victoria.

9.45am

PANEL: PTTR IN PARTNERSHIP

From its collective impact model, Paint the Town REaD works collaboratively with everyone, especially other early literacy programs. Hear from three other early literacy programs, and how PTTR works with these.

Chair: **Barbie Bates**
Executive Director, PTTR

Kim Kingston
Books in Homes Australia

Jenny Riley
Imagination Library

Rebecca Sobezak
Let's Read

Julie Jasprizza-Laus
Paint the Town REaD

10.45 - 11:15am

MORNING TEA

11.15am

PANEL: EVALUATION IS YOUR FRIEND!

Time to celebrate some great PTTR achievements that we could only have known about because we've evaluated!

Julie Jasprizza-Laus
Area Manager, Outer West (Sydney) Mission Australia

Tracey Kirk Downey
Children's Services Worker, Wollongong City Council

Suzie Gorman
Australian Early Development Census, NSW



DAY 3 - FRIDAY 27TH MARCH 2015

SALVATION ARMY CONFERENCE CENTRE

WORKSHOPS 11.45 - 1.15PM

Please select three workshops in order of preference on your Registration Form. Seats are limited and will be allocated on a first-in basis.

A. INCLUDING DADS - MORE THAN JUST A NICE IDEA!

Paul Prichard

Training & Development Manager, Centre for Community Child Health

Given the constantly evolving definition of family, the changing structures of the workforce and our current understanding of the critical role parents play in the lives of their children, this workshop will consider the importance of meaningful and inclusive engagement with fathers if we are to provide interventions that are truly committed to making a difference for all parents and children we encounter.

B. HOW 'LIZARDS' CREATED LANGUAGE AND LITERACY

Karelynn Randall

Educator and Coach, MBL Consultancy

'Lizards' is a strength-based literacy intervention model that empowers educators who empower students to overcome limitations of educational failure and social exclusion, enriching the lives of little children, youth and parents, creating wellbeing and possibility.

C. MOVE, EXPLORE, CREATE

Amanda Collins

Penrith City Council

Iani Sujono

Nordoff Robbins Music Therapy

This workshop will showcase a pilot community music program including an interactive & practical component looking at the positive outcomes for children in our child care centres with additional needs, Aboriginal children and children from culturally and linguistically diverse backgrounds. Educators/practitioners will leave with a music toolkit and increased confidence in delivering a music program.

D. WHEN DOLLY PARTON'S IMAGINATION LIBRARY MEETS ROOBY ROO

Julie Jasprizza-Laus

Area Manager, Outer West (Sydney) Mission Australia

Aurora Murphy

Community Impact Coordinator, United Way Australia

What happens when the work of ultra-glam super-star, Dolly Parton meets the always rambunctious Rooby Roo from Penrith? They get REaD all over! This interactive session will give participants a greater understanding of the way a collective impact framework can encourage families and children to sing, read, and rhyme from birth.

E. MAKING BOOKS WITH CHILDREN AND FAMILIES

Victoria Ryle

Kids' Own Publishing

In this lively and interactive workshop participants will create text and collage artwork for a collaborative book and be introduced to a variety of publishing tools, including hand-folded (origami) books, digital books made on Kids' Own Publishing's new app for iPad, and We Publish. Skills to share with children and families.



DAY 3 - FRIDAY 27TH MARCH 2015 SALVATION ARMY CONFERENCE CENTRE

WORKSHOPS 11.45 - 1.15PM CONTINUED

F. CREATING HIGH QUALITY PROGRAMS USING PICTURE BOOKS

Amy Yates

Early Childhood Teacher, Mission Australia ELS

Amy works in one of the most vulnerable regions in Australia. The AEDC index states 25% of children in the area are below the 10th percentile in communication skills. How do we break the cycle? Discover how to use high quality picturebooks in innovative program planning for children from birth to 5, using real life experiences to teach concepts found in stories.

AND

EARLY CHILDHOOD EDUCATORS AS LITERACY CHAMPIONS

Catriona Elek

Murdoch Children's Research Institute

Monica Robertson

Vic/Tas Social Inclusion Co-ordinator, Goodstart Early Learning

A pilot partnership project across 15 Goodstart sites in Victoria sought to increase educators' skills, knowledge and confidence to foster emergent literacy with children, create literacy-rich environments, engage in meaningful partnerships with families and champion the approach with their colleagues. This interactive workshop will discuss the journey taken and lessons learnt, and demonstrate the strategies used.

G. MEASURING PLACE-BASED IMPACT

Rebecca Sobczak

National Manager, Program Quality & Implementation, The Smith Family

Lauren Heery

Murdoch Children's Research Institute

This joint presentation by The Smith Family and Murdoch Children's Research Institute will discuss the challenges, complexities and highlights in evaluating a place-based multi-point program. It will also invite input for how future data collection tools and processes can be improved.

AND

GET BITTEN AGAIN BY THE EVALUATION BUG

Barbie Bates

Executive Director, PTTR Ltd

More detailed 'how to' on the exciting PTTR evaluation journey and your part in it.

Recommended for PTTR Local Co-ordinators in particular, though everyone welcome.

1.15pm

WRAP UP

1.30pm

CLOSE



5TH NATIONAL CONFERENCE REGISTRATION



Prior online registration is essential. **REGISTRATION CLOSING 13TH MARCH 2015.**

| REGISTRATION FEES | |
|---|----------|
| 3 day registration Wednesday, Thursday & Friday | \$300.00 |
| 2 day registration Wednesday & Thursday OR Thursday & Friday ONLY | \$260.00 |
| 1 day registration Thursday ONLY | \$200.00 |
| Conference dinner | \$ 50.00 |

ONLINE REGISTRATION ONLY (VISA AND MASTERCARD)

1. Payment by credit card will incur a surcharge of 0.72% at time of payment. **Please wait for the Commweb payment gateway to redirect you back to this site, or your application WILL NOT be processed.** Registrations close on the 13th March 2015.
2. Please wait for confirmation; it may take a few seconds before leaving the site.
3. You will receive a confirmation email. If you do not receive a confirmation email following payment, please call (02) 4227 7675.
4. Click here to register [REGISTER NOW](#)

PAYMENT AND CANCELLATION POLICY

Payments can be made online by credit card. Cancellations will be accepted up to close of business on Friday 27 February 2015.

Cancellations must be notified to the Conference Secretariat in writing. There will be no refunds after Friday 27 February 2015. Refunds will be forwarded after the Conference and an administration fee of \$50 will apply. A substitute delegate is welcome to attend. Please supply their details to the Conference Secretariat.

ACCOMMODATION, TRANSFERS AND TRANSPORT

Please contact Destination Wollongong on 1800 240 737 or click here

[DESTINATION
WOLLONGONG](#)

FEEDBACK

We'd like to send you a short questionnaire prior to the Conference and then an evaluation one just after the Conference. We look forward to receiving your feedback.

CONFERENCE INFORMATION

FOR REGISTRATION ENQUIRIES:

Tracey Needham

Conference Secretariat

E-mail: conference@paintthetownread.info

Tracey Kirk-Downey (Wollongong City Council)

Phone: (02) 4227 7158

E-mail: tkirk-downey@wollongong.nsw.gov.au

FOR GENERAL ENQUIRIES:

Barbie Bates (Paint the Town REaD)

Phone: 0487 887 008

E-mail: bb@paintthetownread.info

www.paintthetownread.info