



SheLeads

She Leads Conference

18 - 19 May 2015
Hotel Realm, Canberra



YWCA
CANBERRA

*discover
connect
ignite*

Introducing the 2015 SheLeads Conference

Join our MC, Tracey Spicer, and more than 200 aspiring women leaders at Hotel Realm on 18-19 May for this inspirational and original women's leadership event.

The She Leads Conference combines education and skills development, an abundance of networking opportunities, and a mix of stimulating talks and hands-on workshops with some of Australia's most renowned women leaders.

Attending the She Leads Conference gives you the practical skills to accelerate your leadership journey, whether you work in the corporate, government or not-for-profit sector.

Together, we'll grow our professional and personal networks, and invigorate a community of women leaders.

Who should attend the She Leads Conference?

The She Leads Conference is designed to be an intergenerational event, and we welcome and encourage women of all ages and at all stages of their leadership journey to attend.

Whether you're a student or graduate with a few years work experience, you're embarking on a mid-life career change, or you're an established leader seeking new knowledge and inspiration to take the next steps in your career, we're confident that you'll get value out of the She Leads Conference experience.

Confirmed speakers include:

- **Kate Carnell AO**, CEO, Australian Chamber of Commerce and Industry
- **Stephanie Foster**, Deputy Australian Public Service Commissioner
- **Yamini Naidu**, Director & Chief Storyteller, Yamini Naidu Consulting
- **Michelle Deshong**, Managing Consultant, Michelle Deshong & Associates
- **Emma Bennison**, CEO, Arts Access Australia
- **Stephanie Lorenzo**, Founder & CEO, Project Futures
- **Rebecca Skinner**, Deputy Secretary, Defence People
- **Dai Le**, Founder & CEO, Diverse Australasian Women's Network
- **Hala Batainah**, Federal Director, Microsoft
- **Jessica May**, Founder & CEO, Enabled Employment
- **Nipuni Wijewickrema**, Founder, GG's Flowers & Young Canberra Citizen of the Year

Last year tickets sold out quickly – so be sure to purchase your ticket today. Early bird prices end on 10 April: www.ywca-canberra.org.au

She Leads Master Classes

This year we will also run a series of optional She Leads Master Classes, which will be held on the evening of 18 May at Hotel Realm. All Master Classes will be run concurrently, so please only register for one. Tickets for Master Classes cost \$99 (inc GST), in addition to your conference ticket.

Ticket prices

(earlybird / standard - inc GST)

Corporate/Government	\$550 / \$748
Corporate/Government Group Rate	\$5500 for 10 tickets
NGO/Individual	\$440 / \$561
Member	\$385 / \$506
Concession	\$149.60 / \$187
Master Classes (evening - 18 May)	\$99

A woman with glasses and a white blazer is speaking into a microphone. The image is overlaid with a purple gradient. The text is in a white, italicized serif font.

*“ I felt
empowered
to be in a
room full of
strong women
promoting
leadership &
awareness.*

”

Master Classes - 18 May 2015

Resilience at work: three keys to thriving in the face of challenge

Facilitator: Jacqueline Jago, Principal, Bloom Coaching & Consulting

Overwhelmed? Feeling inadequate? Can't remember the last time you laughed for the pleasure or the heck of it?

Chances are, your resilience to the normal stresses of modern life could do with a work-out: and this masterclass has been specially designed to provide it. Not only is it possible to moderate your response to stress - once you know the three keys to contacting your innate resilience, it's inevitable.

Taking a 'head, heart, hand' approach, Jacqueline will show you how to move through stress to resilience, and how to re-ignite your greatness from a place of authenticity, vulnerability, and strength.

In this workshop you'll learn and practice:

- How to reframe issues and challenges in your life in terms of what the lesson is for you
- Simple steps for contacting, honouring and letting go of the emotions that are keeping you stuck so that you can move forward and build your resilience
- How to take concrete action at work, at home, and in your community in order to manifest your new insights and your unique strengths.

Innovation leadership

Facilitator: Dr Sarah Pearson, CEO, Canberra Innovation Network

The world is changing... and fast. The pace of economic, social, environmental and technological change is too great for one individual or organisation to have all the expertise.

The 21st century requires a new style of leadership that embraces creativity and collaboration.

In this practical workshop, Sarah will share knowledge and experience gained from her diverse career to show you how you can implement innovation strategies for personal and organisational success.

What you'll learn:

- How leadership is changing and why innovation is an integral part of leadership
- Strategies for leveraging your strengths and leadership style to become a more innovative leader
- Actions you can take to overcome barriers to innovation, and to encourage an innovation culture in your organisation, regardless of your position
- Practical examples/case studies of innovative leadership.

This workshop is for anyone who wants to be a change maker in their business, organisation or community.

How to build your profile online

Facilitator: Angela Priestley, Associate Publisher, Private Media and founding editor, Women's Agenda

During this interactive workshop, Angela will outline how to clean up and develop your 'digital assets' to build an online profile that gets colleagues, clients, employers and even journalists chasing you.

As a journalist and editor, Angela will share how women can apply news room thinking to how they produce content, stand out and continually stay relevant online.

This session covers social media, blogging, content marketing and working with the media. It will leave you with strategies to start implementing immediately on:

- Who makes an excellent expert source online, and how to become one
- What makes great content, and how to produce and come up with excellent ideas
- When to insert your voice into the daily conversation, and how to keep up
- Where you should be online (which platforms etc), and how to start or clean up your existing assets
- Why your expertise is needed, and how to let the world know it.

intelligent curious

So what is the She Leads initiative all about?

At YWCA Canberra, we know that developing women's leadership is fundamental to advancing gender equality.

Our She Leads Diploma of Management was launched by Elizabeth Broderick, Sex Discrimination Commissioner, and Susan Brennan, World YWCA Vice President, in 2013. The course offers a gendered analysis of leadership and management, and provides a customised curriculum addressing the specific needs of women in the early stages of their career. The She Leads Diploma is a nationally recognised qualification delivered through YWCA Canberra's Registered Training Organisation.

In 2014 we expanded the reach of this highly successful program to include an annual conference, to engage a broader range of aspiring women with the unique skill-building and networking opportunities that She Leads provides.

The Conference was an incredible success with 170 women attending, and more than 90% reporting the conference was 'excellent' or 'very good'. It was an important day of sharing and learning between women who brought with them a diverse range of experiences and skills, leaving delegates with renewed energy, new ideas, and a sharpened focus to take the next step on their leadership journeys.

The Conference pulled together an outstanding line-up of women leaders such as Dr Anne Summers, Virginia Haussegger, Khadija Gbla, Lauren Capelin, Casey Keed, Dr Caroline Lambert, Yolanda Vega, Helen Conway, Carmel McGregor and Julie McKay.

As an organisation at the forefront of leadership development in Australia, we have drawn on our expertise and networks to create a program for our 2015 conference that includes master classes, interactive practical skills development sessions, and a lineup of speakers to challenge, entertain and share with our audience.

About the global YWCA movement

YWCA Canberra is a member of a global network of women leading social and economic change in over 120 countries worldwide.

In partnership with the World YWCA in Geneva, and hundreds of member associations around the globe, YWCA Canberra advocates for peace, justice, human rights and care for the environment.

The World YWCA has been at the forefront of raising the status of women for more than a century, and strives to develop women's leadership to find local solutions to the global inequalities women face.

Its vision is a fully inclusive world where justice, peace, health, human dignity, freedom and care for the environment are promoted and sustained by women's leadership.

Each year, the global YWCA movement reaches more than 25 million women and girls in more than 20,000 communities. Through advocacy, training, and development, the YWCA movement empowers women, young women, and girls to lead social change.

A human rights framework and the Millennium Development Goals guide the YWCA's advocacy initiative, programs, and services. The Convention on the Elimination of All Forms of Discrimination Against Women, the Beijing Platform for Action, the Declaration of Commitment on HIV and AIDS, as well as the agenda of the International Conference on Population and Development also inform its work.



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