



## Important information for attendees. Please read carefully

Dear Johannes

We're looking forward to welcoming you to the Behaviour Change for Sustainability National Congress on Monday 11 October – Tuesday 12 October 2010.

Please take a few moments to read the information below as it relates to the conference.

### **\*\* REGISTRATION \*\***

Registration will commence **from 8.00am on Monday 11th October 2010.**

Please note that **we will be starting the Congress promptly at 8.45am so please ensure that you arrive on time.**

### **\*\* VENUE\*\***

North Wharf Room

Doltone House, Darling Island Wharf (**directly opposite Star City Casino**)

**Accenture Building**

48 Pirrama Road

Pymont 2009

[Click here](#) for a detailed venue map and directions for public transport.

### **\*\*GETTING THE MOST OUT OF THE CONGRESS\*\***

This is not an ordinary event. So come with an inquiring mind and be prepared to experiment! We will be asking you to shift your thinking and first engage in dialogue with both speakers and other participants around your own experiences and stories rather than looking immediately to theories and models for answers. The congress aims to foster a sense of community and on-going support for change. The more you invest, the more you will gain.

Download our [Congress Journey Map](#) and [Outcomes for Participants](#)

### **A Special Note on the Evaluation and Measurement Session (Day 2)**

**You** will be given the opportunity to present your plans/program to a committee of

successful business leaders so **please come prepared with your ideas**. Prizes will be rewarded to the participant with the most successful pitch.

**\*\* PROGRAM UPDATE\*\***

There have been some last minute changes to the agenda. The final version is now available [here](#)

**\*\* CONFERENCE PAPERS\*\***

There are a number of supplementary papers now available online [here](#). Please ensure that you take a look at these before the event and print a copy for the day if you wish. In the interests of sustainable practices, **we will not be printing any conference papers**.

**\*\*PRE CONFERENCE SURVEY\*\***

If you haven't already completed our pre-conference survey,

[please click here](#)

**We will be closing the survey at midnight on Thursday 7 October.**

**\*\*DRINKS\*\***

We will be hosting drinks at the close of the conference, please join us if you can.

**\*\*OFFICIAL CONFERENCE DINNER AND WORKSHOP \*\***

If you are also registered to attend the official conference dinner and/or workshop, **please look out for separate information being sent out soon.**

**\*\* SPECIAL DIETARY REQUESTS \*\***

Should you require a special diet meal, please advise Heidi Jephtha ASAP at [heidi@2em.com.au](mailto:heidi@2em.com.au)

**\*\*DRESS CODE \*\***

The dress code for the conference is Smart/Casual.

**\*\*BUSINESS CARDS \*\***

Don't forget to bring your business cards. The conference presents excellent opportunities to network and build relationships.

**\*\*ENQUIRIES/ MESSAGES \*\***

The Registration Desk will be happy to deal with your enquiries. If we receive any messages for you, they will be posted on the noticeboard by the registration desk.

Many thanks, we look forward to welcoming you next week.

Cheryl Samarasinghe

**Event Producer**  
**3 Pillars Network**



## Information

Event Program (PDF)

Event Papers

Speakers

Register your interest in our 2011 Congress

Transport & Accommodation

Evaluation in Practice Workshop

Resources

## Behaviour Change for Sustainability National Congress – Event Blog

### Congress Outcomes

**Participants will have explored the strategic context of behaviour change for sustainability:**

- A systems vision for sustainability based on the 3 pillars framework of interconnected economic, social and environmental elements
- A multifaceted view of approaches to behaviour change, including academic, commercial and organisational
- Considered the ethical limits of behaviour change in organisational life as it pertains to sustainability agendas

**Participants will also have Identified and understood their outcome and purpose in the context of their organisational strategy**

- Tested practical applications of behaviour change
- Applied insights gained to their real organisational, presenting issues
- Considered behaviour change approaches appropriate to their context and plan to investigate, experiment back in their organisation
  
- Had an experience of their own behaviour having been changed and reflected on what worked to create that change (e.g. a designed process (vs simple presentation of info, engaging across Wilber Q1 and Q3 (beliefs, emotional, collective, relationship)
  
- Created meaningful interactions and dialogue with others creating strategic relationships they can use into the future; key learning and knowledge shared

Published 6 October 10 Tagged with: [congress outcomes](#)



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### Q & A

Submit your questions, answers and comments here for publication:

Dear moderator,

...

Your name:

Please don't publish my name

Your email address:

submit





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## **Behaviour Change for Sustainability** 11-12 October 2010

- 8:45am **Welcome to Country**  
Michael West, Metropolitan Local Aboriginal Land Council
- 9:00am **Welcome to Congress**  
Bernard Carlon, Divisional Director Sustainability Programs, Department of Environment, Climate Change and Water NSW
- 9:10am **Opening Keynote: Environmentally significant behaviour and how to change it**  
Paul Stern, Director of the Committee on the Human Dimensions of Global Change (CHDGC), National Research Council (US)
- Followed by a discussion exploring the 3 complex and inter-related areas of human activity (eco-socio-enviro sustainability) which are the context for this congress.**  
Lesley Head, Australian Laureate Fellow, Director, Australian Centre for Cultural Environmental Research (AUSCCER), Wollongong University  
Rachel Coghlan, Advocacy Campaign Leader – Climate Change, World Vision  
Rod Marsh, Associate Director, Net Balance
- 10:15am **Coffee Break**
- 10:45am **Further defining the field: What do we mean by behaviour change?**  
Carmen Lawrence, School of Psychology, University of WA  
Quentin Jones, Managing Director, Human Synergistics  
Adam Ferrier, Co-Founder, Naked Communications  
Anne Farquhar, General Manager – Head of Human Resources, Yarra Valley Water
- 11.45am **The ethics of influence: Should we be trying to change behaviours?**  
Facilitated by: Ro Coroneos, Director, Net Balance  
Chris Riedy, Research Director, Institute for Sustainable Futures, UTS  
Nicole Highet, Deputy CEO, Beyond Blue  
John Sweeney, Team Leader, Edmund Rice Centre  
Philip Oldfield, Director Sydney Gestalt Institute
- 12:45pm **Lunch**
- 1:30pm **Conference Survey Results**  
Presented by Randall Pearce, Director, Think: Insight & Advice
- 1:40pm **Working Group Session: What are my strategic outcomes?**  
Hunter Dean, Director, Human Performance Specialists and consultant on the Shell Oil Geelong Refinery Project  
Emma Synnott, Associate Sustainability, ARUP
- 2:40pm **Coffee Break**
- 2:55pm **Gathering knowledge and creating wisdom**  
4:15pm **Inspiring Change**  
Chaired by Ross Wyatt, Associate Director, Net Balance  
Robert Swan, OBE Founder and CEO of 2041,  
Jon Dee, Founder of Do Something! and Planet Ark  
Ralph Plarre, Chairman of Fergusson Plarre Bakehouses
- 5:15pm **Conference Networking Drinks**

**accelerated  
evolution**  
strategy & organisation consulting



**netbalance**  
tomorrow's agenda



*Please note due to the nature of this program, timings are subject to change throughout the day*



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## DAY TWO

- 09:15am **International Keynote - Practical Application 1: The role of neuroscience in adapting behaviours around climate change**  
Jeremy Rifkin, President, Foundation of Economic Trends (US)
- 10:00am **Practical Application 2: Creating change you can believe in – The Obama Campaign**  
Introduced by Nick Moraitis, Director, Make Believe  
Sam Graham-Felsen, Chief Campaign Blogger, New Media Team, Obama Presidential Campaign (US)
- 10:45am **Coffee Break**
- 11:15am **Practical application of Behaviour Change Programmes**  
Rob Curnow, Director Social Research, Community Change  
Peta Ashworth, Team Leader, Earth Science and Resource Engineering, CSIRO  
Merita Tabain, General Manager, Communications and Marketing, Sustainability Victoria  
Anita Dessaix, Program Manager Cancer Prevention, Cancer Institute  
Nivek Thompson, Acting General Manager - Road Safety, RTA NSW
- 12.00pm **Working Group Session: How do I apply these approaches to my work?**
- 12:45pm **Lunch and Networking**
- 1:45pm **Evaluation and measurement**  
Facilitated by Charles Michaelis, CEO, DataBuild  
Anne Farquhar, General Manager – Head of Human Resources, Yarra Valley Water  
Mark Paton, State General Manager, Retail and Business Banking, Westpac
- 2:45am **Coffee Break**
- 3:15pm **Key Insights and New Knowledge**
- 4:30pm **Conclusion and Close of Conference**

## Evaluation in Practice Workshop

Date: Wednesday 13 October Time: 9am – 3pm

Venue: Doltone House

Convened by Charles Michaelis, (UK) CEO, Databuild



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## **Speaker Biographies**

### **Brent Sheridan, Director, Accelerated Evolution (Facilitator)**

Brent is a strong strategic thinker, who over the last 20 years has developed deep capability in helping large complex organisations come to grips with what is getting in their way and what their opportunities for growth might be. He has helped organizations articulate their strategy, leadership and organisational outcomes and deliver those outcomes to realise their growth. Brent has experience working over multiple jurisdictions and cultures (Australia, North America and Europe) and over a range of business types from blue-chip private organisations to government agencies.

### **Michelle Bloom, Director, Accelerated Evolution (Facilitator)**

Michelle has extensive experience in strategic organisational consulting, enabling leaders to envisage and achieve unprecedented levels of growth and success. Her experience has involved mentoring and partnering with the senior executive teams within large corporate organisations to transform their business and bottom line results. She understands complexity well and helps people and systems to become unstuck.

### **Bernard Carlon, Divisional Director Sustainability Programs, Department of Environment, Climate Change and Water NSW**

For 25 years he has led sustainability policy and programs in community and Government organisations, including Health, Community Safety and the Environment. In his role as Divisional Director, Bernard is responsible for the NSW Environmental Trust, the NSW Climate Change Fund and the delivery of sustainability programs for State and local Government, community organisations, business, and households. He is responsible for programs under the NSW Waste Avoidance and Resource Recovery Strategy, NSW Energy Efficiency Strategy and "Learning for Sustainability", the NSW Environmental Education Plan.

### **Paul Stern, Director of the Committee on the Human Dimensions of Global Change, National Research Council (US)**

His research interests include the determinants of environmentally significant behavior, particularly at the individual level; participatory processes for informing environmental decision making; processes for informing environmental decisions; and the governance of environmental resources and risks. He is a long-time contributor to behavioral science research on energy consumption and recently served on the American Psychological Association's Task Force on the Interface between Psychology and Global Climate Change.

### **Lesley Head, Australian Laurette Fellow and Professor, University of Wollongong**

Professor Lesley Head is a geographer and an ARC Australian Laureate Fellow. She directs the Australian Centre for Cultural Environmental Research (AUSCCER) at the University of Wollongong.

### **Rachel Coghlan , Advocacy Campaign Leader - Climate Change, World Vision**

Since commencing work at World Vision Australia, Rachel has worked on a diverse range of issues relevant to international development, including coordination of World Vision's response to the Global Food Crisis of 2008, and more recently leading the development of World Vision's climate change policies and public campaign. Rachel is currently undertaking a Masters of Public Health, and has commenced research on framing responses to climate change through a health and wellbeing lens.

### **Rod Marsh, Associate Director, Net Balance**

Rod has worked as a policy maker and economist. His commercial work focuses on helping clients make robust decisions under uncertainty and is very interested in the crisis of vision in much contemporary economic thought and how this will need to change if we are to build a sustainable future.

### **Carmen Lawrence, School of Psychology, University of WA**

After training as a research psychologist at the University of Western Australia and lecturing in a number of Australian universities, Dr Lawrence entered politics in 1986, serving at both State and Federal levels for 21 years. She was the first woman Premier and Treasurer of a State government. She retired from politics in 2007 and is now Director of the Centre for the Study of Social Change in the School of Psychology at the University of Western Australia.



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**Quentin Jones, Managing Director, Human Synergistics**

As Human Synergistics' Australian Managing Director, Quentin has driven the growth of the Australian business since 1996. He currently leads a team of 22 organisational development professionals based in Sydney and Melbourne. Quentin has supported the transformation of both private (including BHP, Lion Nathan, AMP, Rio Tinto) and public (including DPI, RAN, Centrelink CSIRO, Fairfield and Parramatta Cities) organisations across Australasia.

**Adam Ferrier, Co-Founder, Naked Communications**

Adam is a Consumer Psychologist and Founding Partner of Naked Communications. He graduated university with degrees in Commerce and Psychology and by a strange twist of fate began his career as a Forensic Psychologist. Adam worked in a maximum security prison and private practice, assessing and managing dangerous behaviour of inmates. He then made the natural move to marketing consultancy, working for Added Value. He started Naked Communications in 2004. Naked harnesses a behavioural change model in all communications, focusing on building brands whilst changing behaviour.

**Anne Farquhar, General Manager – Head of Human Resources, Yarra Valley Water**

Anne is responsible for all aspects of HR at Yarra Valley Water. She is currently working to develop what she calls a 'vibrant workplace'. The company has won quite a number of awards in the areas of environment, culture, efficiency and customer – the four elements of their strategy – and has received local and international recognition for their efforts.

**Chris Riedy, Research Director, Institute for Sustainable Futures, UTS**

Dr Chris Riedy is a Research Director at the Institute for Sustainable Futures and the President of the Climate Action Network Australia. He works as a change agent to help deliver personal, organisational, systemic and cultural responses to sustainability challenges. Chris is currently engaged in research on the role of household behavior change in an effective response to climate change.

**Nicole Highet, Deputy CEO, Beyond Blue**

Dr Nicole Highet is the Deputy CEO of *beyondblue*; *the national depression initiative* and deputy Chairman of the perinatal Guidelines Evaluation Advisory Council which has informed the development of the current draft perinatal guidelines. Nicole is also responsible for *Beyond Blue's* community awareness activities and will oversee the research, development, implementation and evaluation of community awareness activities surrounding perinatal disorders.

**John Sweeney, Co-ordinator of Research, Edmund Rice Centre**

John is responsible for overseeing the activities of the Business Ethics Initiative, networking with individuals and organizations involved in business ethics, on a local and international level. John also teaches ethics, justice and social issues at the Australian Catholic University.

**Ro Coroneos, Director, Net Balance**

Ro's career path over the past 20 years spans a range of disciplines across private and public sectors, from real estate valuation, business consulting, energy and water utilities law, to climate change regulation and sustainability. Prior to Net Balance, Ro was General Manager of the Global Sustainability Group at Lend Lease, working to integrate Lend Lease's understanding of its social, environmental and economic impacts across its global operations.

**Philip Oldfield, Director, Sydney Gestalt Institute**

Philip has been a Gestalt Trainer since 1986. Gestalt psychology is a school of thought that looks at the human mind and behavior as a whole. He works in private practice in Surry Hills, seeing private clients, training and supervising counsellors and Psychotherapists, conducting training programs for government departments, hospitals, community organizations and businesses. Phil's particularly interested in gay and lesbian health and relationship issues, sexuality and the impact of HIV on our communities.

**Randall Pearce, Director, Think: Insight & Advice**

Over the past twenty years, Randall Pearce has tackled some of the most intractable social and political issues as a communicator and researcher, from human rights to tobacco smoking. In 2008, Randall founded the Thermometer Survey - a comprehensive monitor of public opinion for predicting and tracking how Australians think, feel and behave in the face of this global challenge. He advises governments and business on how to anticipate and prepare for the changes in public opinion ahead that will parallel the changes in our climate yet to come.



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**Hunter Dean, Director, Human Performance Specialists and consultant on the Shell Oil Geelong Refinery Project**

As Managing Director of Human Performance Specialists, Hunter works with business leaders to significantly improve the performance of their organisations. He is a highly qualified executive with vertical industry experience in Financial Services / Retail / Industrial - Oil & Gas / Transport - Engineering / Contact Centre / Publishing & Print. Outcomes include the roll out and implementation of culture and transformation programs that significantly increase performance and reduce costs.

**Emma Synnott, Associate Sustainability, ARUP**

Emma is a specialist in urban sustainability strategy who brings extensive international and national experience in optimising solutions for a sustainable future. Prior to joining ARUP, Emma spent over 3 years working for the Mayor of London and the London Sustainable Development Commission (LSDC). Emma recently had the pleasure of being part of National Community Engagement Framework Built Environment for the Built Environment Industry Innovation Council. The project was the result of a collaboration between Arup and Naked Communications

**Robert Swan, OBE Founder and CEO of 2041, Polar Explorer and Environmental Leader**

Robert is an exceptionally gifted communicator and is regarded as one of the world's top motivational speakers. In 1992, on completion of the walks to both poles, Robert Swan was charged by world leaders at the first 'World Summit for Sustainable Development', to undertake a ten year global and local environmental mission involving industry, business and young people. Swan's unique insights and lessons learned have enabled him to educate and stimulate young people and business leaders all around the world.

**Jon Dee, Founder of Do Something! and Planet Ark**

Internationally, Jon is best known as the founder of Planet Ark, Rock Aid Armenia, 'World Environment News' and his 'World Environment Review' poll. Some of Jon's initiatives have become role models for international change. He successfully led lobbying campaigns for Australia's 3 year phase-out of incandescent light globes - a move that has since been replicated in other countries. Jon has also spearheaded the highly successful media campaign to phase-out Australia's use of plastic bags.

**Ralph Plarre, Chairman of Ferguson Plarre Bakehouses**

Ralph is an enthusiastic 3<sup>rd</sup> generation baker. He has been involved with the governments Greenhouse Challenge program for many years, so consequently when the time came to build a new bakery four years ago, "sustainability" was made a priority in all aspects of planning. Ferguson Plarre Bakehouses has been recognized for environmental leadership by winning the prestigious Gold Banksia award in 2009. He currently addresses business & community groups to help them understand the necessity for environmental action & the great outcomes that can be achieved by adopting a positive, simple, systematic attitude to sustainability.

**Ross Wyatt, Associate Director, Net Balance**

Ross has over 25 years experience in senior marketing and sustainability roles which has included management of some of Australia's highest profile brands, and leadership of a major charity organisation, Starlight Children's Foundation. In this role he has worked with many major corporations, assisting them in the development and implementation of their corporate social responsibility (CSR) strategies. As the practice leaders of Social Sustainability at Net Balance Ross pioneered the concept of Corporate Social Exchange - a new way of measuring, managing and integrating the exchange of value between companies and community.

**DAY TWO**

**Jeremy Rifkin, President, Foundation of Economic Trends (via video conference)**

Jeremy is president of the Foundation on Economic Trends and the author of eighteen bestselling books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. For the past decade he has been serving as an economic advisor to the European Union. Mr. Rifkin is also the founder and chairperson of the Third Industrial Revolution Global CEO Business Roundtable. His global economic development team is the largest of its kind in the world and is working with cities, regions, and national governments to develop master plans to transition their economies into post-carbon Third Industrial Revolution infrastructures.





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**Nick Moraitis, Director, Make Believe**

Nick has worked at the cutting edge of social change communication strategy for ten years - in New York, Toronto, London and Sydney. As Online and Outreach Director at progressive campaigning organization, GetUp, he played a key role in membership growth, technology infrastructure, and political campaigns (notably on Guantanamo inmate David Hicks). Nick has twice been a member of the Australian Government's delegation to UNESCO, as well as to the UN World Summit on the Information Society.

**Sam Graham-Felsen, Chief Campaign Blogger, New Media Team, Obama Presidential Campaign (US)**

Sam was Barack Obama's chief blogger on the 2008 presidential campaign. As part of the new media team, he helped build a sustainable movement to elect America's first African-American president. After the campaign, he worked as the Director of Strategic Planning at Blue State Digital, where he consulted on digital strategy for organizations including the American Red Cross, Partners in Health, the Tony Blair Faith Foundation, National Geographic, the Metropolitan Museum of Art, the Tate Modern, Carnegie Hall, US Soccer, and the US Olympic Committee.

**Rob Curnow, Director Social Research, Community Change**

Rob is a community psychologist whose work has used action research strategies to examine the links between what people say they do and what they actually do. Both locally and internationally Rob's work takes a long term perspective on behaviour change programs, most notably in waste and litter prevention, water and energy conservation, and climate change adaptation and mitigation.

**Peta Ashworth, Team Leader, Earth Science and Resource Engineering, CSIRO**

Peta brings over twenty years of experience working in a range of senior management and research roles. She is currently group leader of the Science into Society Group within CSIRO's Division of Earth Sciences and Resource Engineering. Peta leads a team of social researchers examining stakeholder perceptions to areas of national significance to Australia. Peta's main research interest is how to deliver information to best effect. Peta believes it is important to educate and empower them to engage with this issue and work towards environmental sustainability.

**Merita Tabain, General Manager, Communications and Marketing, Sustainability Victoria**

Merita has more than 23 years experience in the communications and marketing sector. Before joining Sustainability Victoria, Merita was Executive Director, Strategic Communications at the Department of Innovation, Industry and Regional Development and delivered multi-million dollar campaigns and strategies. Before joining the public sector, Merita worked in local government and as a journalist.

**Anita Dessaix, Program Manager Cancer Prevention, Cancer Institute**

Anita joined the Cancer Institute NSW in 2005. Over the years her focus has been in the area of primary prevention, managing the Tobacco Control, Melanoma Awareness and Lifestyle Cancers portfolios. In 2009, her role expanded to include managing the Cancer Prevention Division. Anita's experience and knowledge is in social marketing, health promotion, communication management and public relations.

**Nivek Thompson, Manager, Partnerships - Road Safety, RTA NSW**

Nivek is currently the Manager, Partnerships Team with the NSW Centre for Road Safety. She manages a range of programs which involve other parts of Government, both local and State, to deliver road safety initiatives aimed at encouraging people to adopt safer behaviours on the road and road-side environment.

**Mark Paton, State General Manager, Commercial Banking, Westpac**

Mark is an experienced senior executive and has been with Westpac since 2008. He has a successful track record in managing financial services businesses through various economic and business cycles. He is focussed on sustainable growth through development of strategy, execution disciplines and operating frameworks.

**Charles Michaelis, (UK) CEO, Databuild**

Charles Michealis has over 20 years experience of working with governments and business in the UK, Australia and China to use evaluation to develop policies, to assess the impact of programmes and to explore how to improve their effectiveness. He has evaluated numerous government activities which aim to achieve behaviour change among consumers, businesses and the public and voluntary sectors through regulation, voluntary agreements, fiscal measures, incentives, education and communications campaigns. Databuild's major clients include DEFRA and the Department of Transport in the UK.