

Enrich, Engage, Elevate:

Make the most of
your P&C Experience

P&C Federation NSW
2023 Conference and Awards Ceremony

EVENT PROGRAM

P&C
FEDERATION NSW





The P&C Federation NSW recognises the Ongoing Custodians of the lands where we work and live. We pay our respects to Elders past, present and emerging, and recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW. We also acknowledge and pay our respects to all Aboriginal and Torres Strait Islander peoples joining us today.

PRESIDENT'S WELCOME



Welcome to the Federation of Parents and Citizens Associations of New South Wales Annual Conference 2023!

We're delighted that you're here, and look forward to sharing a great day together.

As parents or carers and volunteers, we lead busy lives. It can be hard to find the time to learn new things, network, or just recharge our batteries. These are all things we hope you'll be able to do in the company of P&C representatives from across the state.

I want to also acknowledge that these are both inspiring and challenging times with a lot of change, and school environments are no exception. We hope this conference provides an opportunity to navigate some of that change with peers, and experience the strength of the P&C community.

We have a fantastic line up of contributors ready to share their knowledge and experience with you. From leading teams, to improving your socials, to being inspired by an annual fundraiser that's been going for more than 40 years – we hope you'll learn something useful and have fun in the process.

Finally, I'd like to take this opportunity to thank my fellow Board members Liga Hegner and Cassandra Jones. Liga, Cassandra and I formed the steering committee for this year's conference, on behalf of the Board, working alongside the Federation's team to put together the conference program and ensure delegates get the most out of their time with us.

Thank you for your support, and as the new P&C Federation President I look forward to meeting you.

Yvonne Hilsz

President, P&C Federation

PROGRAM

8.30am – 9.00am	Registration Arrival Tea & Coffee
9.00am – 9.20am	Welcome and Formalities Jane Miller, CEO P&C Federation NSW Welcome to Country performed by Michael West, Metropolitan Local Aboriginal Land Council Yvonne Hilsz, President P&C Federation NSW
9.20am – 9.40am	Opening Keynote: The future state of education and the critical role of P&Cs The Honourable Prue Car MP, Deputy Premier of NSW, Minister for Education and Early Learning, Minister for Western Sydney, and Minister for Skills, TAFE and Tertiary Education.
9.40am – 9.50am	Student Dance Performance: Newtown High School of the Performing Arts Aurielle Smith, Year 10, will deliver her own Acknowledgement of Country followed by a self-devised contemporary Aboriginal dance piece.
9.50am – 10.30am	Fundraising with Creativity: Old Ideas Reimagined It can feel like every year you're fundraising using the same sausage sizzles and cake stalls, and getting volunteers and donations is more difficult each time. Innovation in fundraising doesn't need to be fancy or expensive. Yvonne Hilsz, P&C Federation President, Board Member since 2021 and previous President of Birchgrove Public School P&C Association, shares impactful ideas that have worked, and ways P&Cs can refresh the old, trusted tools and techniques.
10.30am – 11.00am	Morning tea Level 1 Foyer P&C Federation membership: The best asset your association isn't fully utilising. During this time and in the other breaks you can learn more about the range of services available to your P&C Association as part of membership of the P&C Federation, and have your specific questions answered by our Member Services experts.

11.00am – 11.40am

Let's Get Digital: How to build social media engagement that really works

Utilising social media to get the attention of your school community is crucial in 2023. But not sure which social channels are right for your audiences? Current posts falling flat? Speaking to the same people, with the same results? While social media might be daunting, it doesn't have to be. It's a vital tool for connecting in these busy times! This session led by Benjamin Munro Smith, education social media strategist, will get your brain buzzing with simple and easy ideas to take your social media engagement to the next level.

11.40am – 12.30pm

Workshop: Harnessing the Power of Collaboration in your P&C

Guest facilitator Rachael Brady, workplace and team coach, has worked with hundreds of individuals and groups, helping them to prioritise understanding, connection and collaboration to achieve better outcomes. This session will help you to identify strategies to make your P&C more cohesive and motivated, find your purpose, and draw on the unique strengths of your members to get things done.

12.30pm – 1.20pm

Lunch in Windows on the Park Restaurant Level 1

1.20pm – 2.35pm

Short Bites: Expert Conversations

So much to learn, so little time! These bite sized workshops give you four opportunities to hear from various experts and have conversations with like-minded members about the things you're most interested in. You'll get 15 minutes at four tables to hear case studies, ask questions and talk with peers. Get ready for a burst of super useful information you can take back to your P&C team.

Check out the full program on pages 10-11.

PROGRAM

2.35pm – 3.20pm

Workshop: Principals and P&Cs - Working in harmony together

The union between a principal and the P&C is vitally important. We're all committed to the same goal of ensuring the best possible student experience, so why does it sometimes go wrong? In partnership with the NSW Department of Education, it's our goal to make those working relationships as productive and fruitful as possible. This workshop, featuring Sharon Gudu, Executive Director, Student and Parent Experience, NSW Department of Education and Gemma Quinn, P&C Federation Member Services Manager drills down into some of the issues and provides a roadmap for future opportunities between schools and P&Cs.

3.20pm – 3.25pm

School Banners Major Prize Draw

School Banners have generously donated a \$3000 School Makeover Package that includes a school banner, lectern banner, house flags, school flag, school tablecloth, school table runner, small leaf banner and five music stand banners. All paid attendees will have a chance to win this great prize!

3.25pm – 3.45pm

Afternoon tea Level 1 Foyer

3.45pm – 4.10pm

Big ideas for small schools: How the Great Nundle Dog Race brings rural communities together

Thinking outside the box takes on a whole new meaning when you hear how the Nundle Public School P&C in North-West NSW has transformed the community with the Great Nundle Dog Race. This heart-warming session reminds us of the value of schools in their local communities, and the role they play as a hub for what really matters.

4.10pm

*Group photograph of all attendees.
Please make sure you are in the room for this moment.*

4.15pm – 5.00pm

P&Cs supporting schools: where parents, children and teachers want to be heard

A big closing discussion chaired by Sharon Gudu, Executive Director, Student and Parent Experience, NSW Department of Education, full of differing opinions on the tricky issues we're all faced with in the school community. A panel of leading experts featuring Zoë Robinson, Advocate for Children and Young People, Wade Marionneaux, President of Kurrajong Public School P&C Association, and Denise Lofts, Principal of Ulladulla High School, will unravel some hard questions:

- Are parents the only stakeholders who can represent children's best interests?
- Do parents have their own distinct rights in public education?
- What is the role of principals and teachers in engaging with families as stakeholders in schools?

A great taster to dynamic discussion at the reception - there's bound to be food for thought aplenty at this one.

5.00pm – 6.00pm

Networking Reception Level 1 Foyer

6.00pm – 7.00pm

Awards Ceremony

Join us to recognise and celebrate the outstanding contribution of P&C Associations across the state. Hear how they've made a remarkable difference in their school communities with their various achievements and activities and end the jam-packed day on a high!

Strathfield North Public School Choir, made up of 18 students from Years 4-6, will perform a series of exciting musical numbers.

OPENING KEYNOTE

The future state of education and the critical role of P&Cs



The Honourable Prue Car MP

Deputy Premier of NSW, Minister for Education and Early Learning, Minister for Western Sydney, and Minister for Skills, TAFE and Tertiary Education.

The Honourable Prue Car MP has represented the Western Sydney seat of Londonderry in NSW Parliament since 2015 and was appointed to her current roles following the March 2023 NSW election. In August 2023 she was appointed Minister for Skills, TAFE and Tertiary Education.

In her role as Minister for Education and Early Learning, Prue has prioritised listening to teachers, principals, and parents about improving the NSW education system to ensure every child can achieve their potential.

Prue believes teaching is one of our state's most important professions and is passionate about ensuring every child in every school receives a world-class education. Together with the Premier of NSW, Chris Minns, Prue is committed to working hard for the people of NSW.

NOTES:

Fundraising with Creativity: Old Ideas Reimagined



Yvonne Hilsz

*P&C Federation President,
Board Member since 2021
and previous President of
Birchgrove Public School
P&C Association*

Yvonne Hilsz has long advocated for children’s wellbeing and access to education. During her tenure as General Manager of the global teen charity stepUP, she gained firsthand insight into the transformative power of education, support and resources.

Yvonne views the role of a P&C as a collaborative force with the school’s vision, elevating possibilities through funding and support, and partnering with the Principal and faculty for cohesive efforts. Always seeking innovation, Yvonne has facilitated technology-driven fundraising events and quickly pivoted strategies to maintain robust funding for significant school projects. She holds a core belief in engagement and inclusivity, with an open-minded approach to solutions, recognising the opportunity and responsibility to enhance children’s education, and create a safe and aspirational environment for them to thrive.

NOTES:

Let's Get Digital: How to build social media engagement that really works



Benjamin Munro Smith

Social Media Strategist

Benjamin Munro Smith currently heads the social media team at Macquarie University. Here he has delivered their social media transformation project, which harnesses peer to peer communication to amplify their ownership of the competitive education space.

Before joining Macquarie University, he founded the digital consultancy, Frankie's Lab, which partnered with Education brands, start-ups and universities to deliver meaningful digital communication strategies.

Ben specialises in applying data to strategic decision-making and in helping businesses realise new and unique ways to utilise platform features to drive trends.

NOTES:

Harnessing the Power of Collaboration in your P&C



Rachael Brady

Workplace and team coach

Rachael Brady has worked with hundreds of individuals, teams and leaders across a range of sectors, including not-for-profit, transport and logistics, FMCG, healthcare, Local Government and Universities, helping them to prioritise understanding, connection and collaboration to achieve better outcomes.

Rachael holds a Bachelor of Arts/Laws and has completed professional training in Mediation (LEADR), Negotiation (CMA), Executive Coaching (Institute of Coaching and Consulting Psychology) and Yoga Teaching (Byron Yoga Centre), and Mindfulness Meditation Teacher Training.

Rachael's roles have included Head of Employee Relations and Policy at the University of NSW, National Manager Employee Relations at P&O Ports and the National Manager, Labour and Legal at DP World (Australia). Rachael's work is informed by learnings from a wide range of integrated fields, including law, human resources, meditation, psychology, yoga, conflict negotiations, team development and communication.

NOTES:

ROUNDTABLE SESSIONS

P&Cs need everyone's help

Struggling to achieve gender balance in your volunteering and fundraising activities? Or, in your P&C team itself? Jason Wong, P&C Federation Board member and Secretary of the Northern Sydney District Council of P&C Associations, talks through ways to engage more men in your activities.

Creative Options and Old Favourites

Following on from the morning session exploring fundraising ideas and things that work, Yvonne Hilsz, P&C Federation Board Member since 2021, delves deeper into fundraising in the cashless era. Discuss helpful tips and tricks to make the most out of your volunteer efforts.

The value of advice: When you shouldn't 'go it alone'

Hicksons Lawyers share their knowledge of legal challenges P&C Associations encounter and how to manage those difficult legal questions.

Thriving P&C Canteens and Uniform Shops

Talk to passionate P&C office-bearers from Epping North Public School and Burraneer Bay Public School about their successful canteen and uniform shops. See how canteens and uniform shops are opportunities for community engagement, social equity and a legacy of parental contribution.

Protect your P&C

Hear from P&C insurance experts Andrews Insurance as they explore the types of insurances available to P&C Associations and why they are important. Have you protected your assets and your office-bearers if something was to go wrong?

Opportunities and Pitfalls of social media

The good, the bad and the ugly: social media has it all! How to harness the channels available to you with guidance from Benjamin Munro Smith, social media strategist.

The growing role of P&Cs in Outside School Hours Care

Manager of Member Services, Gemma Quinn, walks you through the rewards and complexities of operating a before and after school care and/or vacation care service. In this tailored session Gemma will answer your questions and provide the foundation for operating a new or taking over an existing OSHC service.

The Who, What, When, Where, Why and How of getting your P&C story in the news*

Learn how to get the word out about your P&C Association and school community in this interactive session with journalist and P&C Federation Communications Manager, Phyllis Stylianou.

Knowing the Rules: How to Run your P&C*

Liga Hegner, P&C Federation Board Member since 2021 walks you through your Constitution, running meetings, and your governance obligations.

Online only:

Recording will be made available after the event.

Inclusive school environments: Activities that make all kids feel welcome and included.

In this session exclusive to our online participants, Sarah Langston from Leura PS P&C Association will walk us through their P&C Association's journey to completing its inaugural Disability Inclusion Plan, and explain how your P&C can better meet the diverse needs of your community.

P&C Federation membership: The best asset your association isn't fully utilising

Member Services Manager, Gemma Quinn, will unpack the range of services available to your P&C Association as part of membership of the P&C Federation, and answer your specific questions about the ins and outs of operating a P&C.

**will also run online*

Principals and P&Cs - Working in harmony together



Sharon Gudu

*Relieving Executive
Director, Student and
Parent Experience, NSW
Department of Education*

Sharon is currently leading the NSW Department of Education's commitment to understanding and acting on what matters to learners, parents and carers, so that learners do their best at school and in life. She is passionate about making a difference to the lives of all children through ensuring that their voice and the voice of their parents and carers are heard, and acted upon. Sharon's key focus in her current role is to support parent/carer and student engagement and to ensure that students and parents are at the centre of decision making.

Sharon's usual role in the Department is Executive Director, Quality Assurance and Regulatory Services, Early Childhood Education, with responsibility for regulatory strategy, policy, practice and quality improvement across a sector of over 6000 services. Sharon has held a range of Executive roles in the public sector across a broad range of areas including child protection, housing, homelessness and early intervention programs. Her work has always focused on making a difference to people who are vulnerable or disadvantaged.

**Sharon is also the Chair of the Closing Panel:
P&Cs supporting schools.**

NOTES:

THE GREAT NUNDLE DOG RACE



Natasha Harvey and Donna Denton are proud office-bearers of the Nundle Public School P&C Association. They are both passionate advocates for the power of local communities and getting back to basics - giving back in an event that brings the entire community back for a shared experience that is Nundle's "thing".

Nundle Public School educates 24 students, in a town of approximately 500 people. This small community has been home of the Great Nundle Dog Race for 44 years; a tradition the P&C has been instrumental in growing and expanding year-on-year. Building on a unique event rather than reinventing fundraising activities from scratch has enabled Nundle to build a tradition that is not just fun for the community but that is attractive to sponsors and to visitors from around the country.

In such a small community Natasha and Donna emphasise the importance of splitting up the big event into smaller discrete roles where possible, to spread the load according to each individual's skills and interests.

P&Cs supporting schools: where parents, children and teachers want to be heard

Panel Chair: Sharon Gudu



Denise Lofts

Principal, Ulladulla High School, New South Wales Secondary Principals Council Executive and President of the Illawarra South East Secondary Principals Association

Denise has been a passionate and influential educator in NSW Public Schools for over 36 years. She has successfully taught across a diverse range of schools, from Inner City to Western Sydney to remote rural locations, and her breadth of experience has enriched her educational experience and influence. Her innovation is reiterated through her numerous research scholarships, awarded the NSW Premier's Leadership Scholarship, Commonwealth Bank Australian Teaching Fellowship, ACEL Award for Leadership and Department of Education Leadership Fellowship to research professional practices that support future global learning. Denise is currently working on her Doctorate with UNSW, to understand how the notion of equity manifests itself in philanthropic partnerships with rural public schools.

NOTES:



Zoë Robinson

Advocate for Children and Young People

Zoë Robinson was appointed as the Advocate for Children and Young People in January 2021. Zoë holds a law degree and a Masters of Human Rights. She previously worked as a solicitor for firms in NSW, for Deloitte in internal strategy and was the CEO of the NSW Peak Body for Youth Homelessness. Prior to commencing her appointment as the Acting Advocate, Zoë worked at the Department of Premier and Cabinet, focussed on breaking disadvantage. Zoë also volunteered for a number of months for an organisation that represented death row inmates based in Houston, Texas.

Zoë firmly believes that children and young people should be given every opportunity to succeed and set themselves up for success, and that they should have the opportunity to choose what that means to them. Zoë believes that all children and young people should be heard, listened to and be central to the work that we do both in government, business and community.



Wade Marionneaux

President (and former Treasurer) of Kurrajong Public School P&C Association, P&C Federation NSW West Sydney Councillor

In his various roles, Wade has seen firsthand the importance of the P&C Federation. He recognises the vital role that parents, carers, and community volunteers play in public education and aims to positively influence both his daughter's local school and the statewide organisation.

Originally from Louisiana, Wade moved to Australia in 2016 after practicing law as a corporate litigator in Atlanta, Georgia, for 25 years. His legal and volunteer experience includes serving on a nonprofit board for historical park preservation and providing legal services to a community garden in Atlanta.

Within his local school, Wade has served in various capacities, including canteen coordination and event organisation. Facing common challenges like volunteer recruitment and governance best practices, and with added pressures from the pandemic, the organisation has often sought support from the P&C Federation. Wade is committed to contributing to the Federation's mission during his term.



P&C Association of the Year Winner 2022

Umina Beach Public School P&C Association accepting their award at the 2022 Awards Ceremony.

2023 AWARDS CEREMONY

The P&C Federation NSW Annual Awards celebrate the outstanding achievements of our Members and stakeholders across NSW. A strong field of nominees has been whittled down to a shortlist of three finalists in each of the following categories:

- P&C Association Member of the Year
- Principal of the Year
- P&C Association of the Year

We extend our gratitude to our esteemed panel of judges:

- **Clint Bertenshaw**
Director, Sector Development and Engagement, Centre for Volunteering
- **David Riordan**
CEO, Public Education Foundation
- **Robyn Evans**
President, NSW Primary Principals Association

Nominations for the Annual Awards are a time consuming and considered process, and we thank all schools who took the time to recognise the outstanding contributors in their communities.

We encourage P&Cs to start thinking about their future nominees well in advance, and we look forward to another exciting year of submissions ahead.

Congratulations to all our winners!

THANKS TO OUR PARTNERS, SPONSORS, AND SUPPORTERS:



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