Title of Webcast
Parents Congress

Date and Time
Sunday 8th March 2015 at 1.30pm to 3.50pm

Description
Be a better parent, quiz experts, get answers, put pollies on the spot!

Key takeaways for attending

- FREE to all participants and participating schools
- Face to face attendees in Sydney and regional locations receive Parent Engagement Toolkit (more than 100 pages of key info)
- Guaranteed interaction – questions from the floor and regional sites
- Put the experts, the politicians and the parent participants on the spot
Registration fields

- First name
- Last name
- Number of attendees
- Email
- Postcode
- Schools where children attend
- Contact Number
- How did you find out about this congress?
- What topic should be covered by the congress?
- We are covering parent engagement, is this important to you? Yes/No/comments
- We are covering quality teaching, is this important to you? Yes/No/comments
- We are covering educational policy and options, is this important to you? Yes/No/comments
- If possible, what would you want to ask the panel?

Webcast Deliverables

Logos

NSW Parents’ Council

Brief event description for webcast launch page

Be part of the live audience at the Parents Congress in Sydney! Our guest speakers include well renowned educational experts, politicians and parents just like you. The congress will be two discussion panels with a break to recharge your batteries. You can attend the event in person, watch the webcast at a venue in your local area or watch it online from home. It is a free event, all are welcome and if you attend either the Sydney event or a local venue near you, you will get a parent engagement toolkit. Please note that any registered participants who attend a venue will get a valuable parent engagement toolkit. It will be first in best dress are there are limited toolkits. Looking forward to seeing you and bring your friends and even your kids!
Speakers

Guest Speakers:

Bernard Salt – Moderator and Facilitator;

Bernard Salt is a writer, a speaker, a business advisor and a media commentator. He is an adjunct professor at Curtin University Business School and he holds a Master of Arts degree from Monash University. Bernard writes two weekly columns for the Australian newspaper that deal with generational and broader demographic matters.

Parent Engagement Panel:

- Rabbi Zalman Kastel (Together for Humanity CEO, parent of 6 kids aged 2-19)

Zalman is the National Director of the not-for-profit, multifaith-based Together for Humanity Foundation - fostering interfaith cooperation and bringing positive experiences of diversity to thousands of young Australians.
Karen Boyes (Spectrum Education expert, NZ online parent expert)

Karen Boyes is a passionate Australasian speaker and trainer with 21 years experience. She is passionate about personal success, learning and teaching, peak performance and Habits of Mind. Karen was the NZ Business Woman of the Year 2001 and is a popular speaker both nationally and internationally. Karen is the author of Creating An Effective Learning Environment, Study Smart, Successful Woman and Developing the Habits of Mind in Elementary & Secondary Schools.

Peter Collins QC AM (Chairman of the Industry Super Network) and parent of four sons

Peter has had a distinguished career as a Company Director, a Parliamentarian, a Military and Naval Reserve Officer, a Barrister and ABC Journalist and has held a number of senior roles.

Sarah Carman (Sponge Education, coaching and mentoring expert, young business woman and parent “skills” workshop facilitator)
Sally Foley-Lewis (Business Communicator, Queenslander, non-parent)

Sally has been a high profile business speaker, Rotarian, community/activist, devoted social justice advocate and communications/business psychology commentator. A media skills and business enterprise coach.

Julie McCrossin (SCEGGS Parent, Media celebrity, Lawyer, social justice campaigner)

Julie is renowned across Australia for her warmth, humour, intelligence and commitment to social justice. After 20 years as a broadcaster with ABC Radio, ABC TV and Network 10, she is now a freelance journalist, facilitator, trainer and speaker. She presented the radio show Life Matters on ABC Radio National for 5 years, covering countless health, welfare and educational topics with a frequent rural focus.

Andrew Petersen (CEO Sustainable Business Australia, Parent, former PWC partner)
Andrew studied Law and Arts majoring in Political Economics at the University of Sydney and he is a qualified solicitor of the Supreme Court of NSW, solicitor of the High Court of Australia, Affiliated Member of the Institute of Chartered Accountants of Australia and former Director/Company Secretary of Environment Business Australia.

Education Q & A:

- The Hon Adrian Piccolli (Nat) Minister of Education NSW – invited

- Mr Ryan Park MP (ALP) Shadow Minister Education NSW – confirmed

Prior to becoming a Member of Parliament Mr Park attended Wollongong University where he completed his Bachelor of Education (Bed (Hons)), and Master of Education – Leadership and Management (MEd). He also received the University Medal, Wollongong University in 2000.

We went on to work as a high school teacher at Lake Illawarra High School then worked in the Department of Education as a Curriculum Adviser before starting his career as a political adviser from 2004 to 2009.
Ms Jennifer Buckingham (Education expert, policy driver, CIS)

Jennifer’s main area of work is school education, and she has published papers on school choice, school funding, literacy, international assessments (including PISA), NAPLAN and My School, religious schools, boys’ education, teacher training and employment, class size, and educational disadvantage.

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Tony Cook, Associate Secretary Commonwealth Government Department of Education

Tony Cook is the Associate Secretary – Early Childhood, Schools and Youth, in the Australian Government Department of Education. Tony is a registered primary school teacher with a major in
early childhood education and has been a deputy principal and taught in schools and preschools in Queensland and the United Kingdom.

Vanessa Ryan – Rendall, is a primary school educator with a Masters of Gifted Education.

She has worked in Australian schools in a variety of settings for 10 years. Her mathematics experience includes teaching across all stages of primary school and early years of high school, and writing for the New South Wales Board of Studies.

Karen Boyes is a passionate Australasian speaker and trainer with 21 years experience. She is passionate about personal success, learning and teaching, peak performance and Habits of Mind. Karen was the NZ Business Woman of the Year 2001 and is a popular speaker both nationally and internationally. Karen is the author of Creating An Effective Learning Environment, Study Smart, Successful Woman and Developing the Habits of Mind in Elementary & Secondary Schools.

**Branding guidelines**

**Event agenda**

1pm Arrive and Registration
1.30pm to 1.40pm Introduction
1.40pm to 2.15pm Parent Engagement Panel
2.15pm to 2.45pm Break and Networking
List of venue sites and contact details for site testing (further details with contact person and formal confirmation of location to be provided close of business Wednesday 18th Feb)

- Bangor/Menai
- Central Coast
- Macarthur
- Penrith
- Albury
- Armidale
- Balranald
- Bathurst
- Broken Hill
- Coffs Harbour
- Griffith
- Henty
- Hunter Valley
- Leeton
- North Coast
- Orange
- Snowy Mountains
- Tamworth
- Wagga Wagga
- Wollongong