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research presents

FUTUREFORUM EDUCATION

Australia's only one-day seminar focused on the key **social, technological, governmental, economic and demographic** trends redefining the **education sector**.

Key Outcomes

- ✓ A snapshot of the **classroom of 2020**.
- ✓ Addressing the **leadership challenge** of increasing *demands and multiple priorities*.
- ✓ **Technological** learning tools for the 21st Century.
- ✓ Discover 4 new **financial management** strategies specifically for not-for-profit organisations.
- ✓ Analysis of Australia's **demographic trends**.
- ✓ Research-based insights into the **attitudes** of today's students and parents.
- ✓ Managing **innovation, continuation** and **transformation** across the generations.
- ✓ How to **attract, retain** and **manage** the next generation of teachers and staff.
- ✓ **Branding** and communication strategies for today.
- ✓ **Reputation management** and PR techniques.

Featuring keynote presentations from some of Australia's own educational experts:



DEMOGRAPHIC SHIFTS & SOCIAL TRENDS

7 Megatrends Changing the Educational Landscape
Mark McCrindle, Social Researcher & Trends Expert
Director – McCrindle Research



EDUCATIONAL TRENDS IN THE 21st CENTURY

A snapshot of the classroom of 2020
Dr Phil Lambert, Policy Director
NSW – Department of Education and Training



THE LEADERSHIP CHALLENGE

Increasing Demands, Multiple Priorities
Dr Briony Scott, Principal
Roseville College, Sydney



FINANCIAL AND GOVERNANCE STRATEGIES

Emerging Trends in Governance, Staffing and Finance
Paul Campey, Accountant
Partner – Resolve Consulting



RESPONDING TO EMERGING TRENDS

Developing School Strategic Plans
Dr Chris Goldspink, Innovations Expert
Chief Scientific Officer – Incept Labs



LIVE GEN Y PANEL

Ask questions of the emerging generation
Facilitated by Claire Madden, McCrindle Research

mccrindle
research



resolve
consulting group

incept
LABS

Register today and receive:

- ✓ Full day attendance
- ✓ Full catering
- ✓ Electronic compendium
- ✓ Audio Download of all sessions
- ✓ Gen Y student panel
(ask directions directly of your target market)

**Early Bird
Special!**
Closes March 31

Who will attend?

School Principals and Executive Teams, Bursars and Business Managers, Marketing Teams, Department Heads, University Deans, Lecturers, Board Members. Essential for leaders in public and independent schools, universities, TAFEs and technical colleges, private colleges, adult and community education centres and overseas education organisations.

When & Where:
Full Day Forum: 8am – 4pm

Melbourne:

Friday 23rd April 2010
Venue: Hilton on the Park
192 Wellington Parade, 3002

Sydney:

Friday 30th April 2010
Venue: Sheraton on the Park
161 Elizabeth Street, 2000

To Register: Freecall 1800 TRENDS (1800 873 637) • E info@futureforum.com.au • www.futureforum.com.au



...to hear presentations from world class experts, focused on the future of education, pitched at an executive level, for all organisations across the education sector.

The forum will deliver key insights and practical applications in the areas of student engagement, teaching and learning, parental communications, branding and marketing, developing strategic plans, classroom design and 21st Century learning tools, business management and organisational governance, demographic shifts and market analysis of catchment areas.

Observe the Trends – know what’s next:

Leaders need to push the pause button occasionally and identify the future opportunities and challenges rather than just focus on the immediate issues. This is exactly what the Future Forum – Education is for: to help educators understand the times and observe the emerging trends.

Short and long-term insights:

People tend to overestimate what will take place in 20 years – but they generally underestimate what will happen in the next five. This is why the Future Forum – Education is geared to deliver short and medium term insights – not just long-term forecasts.

Research-based: get the right forecasts:

Future forecasts are only valid when based on solid research and extrapolated by valid means. The presenters at the Future Forum – Education are some of the leading experts in their field.

Multi-factorial insights from top experts:

Future analysis is only useful when it is actionable. The Future Forum – Education is based on a comprehensive analysis of the future rather than a single factor forecast. From technology to the economy, from changing parental expectations to regulatory change, from demographic analysis to innovation strategies, you’ll find the Future Forum – Education provides a total overview.

Welcome to the Future...

- ✓ The Class of 2020 started school three years ago. When they graduate, Australia’s median age will be 40 (it was just 29 in 1980) and it will be 47 in Japan.
- ✓ The class of 2020 will live longer (life expectancy at birth will exceed 85 years), work longer (retirement age for them will be pushed past 70), and change careers more (they will have on average 5 careers).
- ✓ Australia’s population has doubled since 1963, and exceeds 22 million. By 2050 it will be approaching 40 million.
- ✓ The class of 2020 will enter the workforce in a time of massive succession planning, many Baby Boomers will have retired, creating employment shortages.
- ✓ The education sector has the second-highest average age of employees. Meeting the challenge of an ageing education staff profile over the next decade will be critical.

What attendees have said about other Future Forums:

“Truly enlightening”

“Very inspiring”

“Riveting”

“Absolutely brilliant”

“Captured and involved in us all”

“Really practical”



Speakers/Sessions:

**PLUS
LIVE GEN Y
YOUTH PANEL**
Ask questions
directly of today's
students



Mark McCrindle, Social Researcher – McCrindle Research
7 Megatrends Changing the Educational Landscape

The future of education is shaped not just by the technological changes but also by the sociological changes. Indeed an understanding of the learning styles, attitudes, and expectations of 21st Century students is critical to effectively educate today's learners. This session will outline the changes impacting upon this global generation.

Mark McCrindle is a social researcher with an international reputation for tracking the emerging trends and analysing the diverse generations. He is the Director of McCrindle Research, whose clients include over 100 multinational organisations. His highly valued research and reports have developed his renown as a futurist, demographer and social commentator.



Dr Phil Lambert, Regional Director – NSW Department of Education and Training
Educational Trends in the 21st Century

Phil will draw on local and global trends in educational and social development to identify ten propositions for education in 2020. In presenting these propositions, Phil will cover key areas and issues in education including: student engagement, peer relationships, students with special needs, the formal and informal curriculum, human resources, ICT, the physical environment of schools, government and non-government schooling, community participation and duty of care.

Dr Phil Lambert has extensive experience in education as a principal, inspector, policy director, Assistant Director-General and Regional Director. He has authored and co-authored books and presented a number of papers and keynote speeches at state, national and international conferences covering a range of topics. He is Patron of the Early Childhood Education Council and a White Ribbon Day Ambassador.



Dr Briony Scott, Principal – Roseville College
Multiple Priorities of 21st Century Schools: Managing the Brand, Understanding the Market, Living the Values

Briony will discuss the leadership challenge confronting most educational organisations, namely how to manage increasing demands and multiple priorities. In this session Briony will discuss how Principals can prioritise vital tasks such as branding and enrolments, recruitment and budgeting without compromising the values of an organisation.

Dr Briony Scott is Principal of Roseville College and specialises in researching educational outcomes for girls, motivational theory and educational technology. Briony has spoken at numerous educational forums and community conferences. She has also published in the International Journal for Educational Law and Policy, and writes regular articles on education, parenting and technology.



Paul Campey, Principal – Resolve Consulting
The Management of Schools: Trends in Governance, Staffing and Finance

Education is always full of challenges. In recent years Resolve Consulting Group has assisted many schools and not-for-profit organisations to deal with the increasingly complex areas of governance and financial management. This session will examine emerging trends and issues in the management of schools including looking at some case studies as to what can be done.

Paul has worked with hundreds of organisations across the not-for-profit and government sectors facilitating governance training and evaluation, governance process, policy and charter development, strategic plan formulation, business development processes and systems reviews, capital and financial master planning, CEO mentoring, mediation and organisational management issues.



Dr Chris Goldspink, Chief Scientific Officer – Incept Labs
Responding to the trends and developing school strategic plans

In this talk, Chris will present findings from his work in South Australia which point to the need for Governments to radically rethink their approach to school reform. Ultimately success rests or falls on what teachers do and do not do. Chris will also discuss work being undertaken to more richly inform educational practitioners of what makes a difference in their personal classroom practice. These findings suggest that transformation is possible and Chris will share the strategic insights.

Dr Chris Goldspink is a Director and Chief Scientific Officer of Incept Labs, a firm that specialises in helping organisations to innovate in the face of uncertainty and change. Chris has over 20 years experience covering both academic and public sector management roles focused on instigating, leading and researching organisational transformations. For the past ten years he has worked with the South Australian Department of Education and Children's Services, playing the role of 'critical friend' and researcher to an ambitious school transformation initiative called Learning to Learn.

More comments about other Future Forums:

"I really liked the one day hit - terrific!"

"Exceptional speakers on top of their content."

"Great mix of topics and presenters. Well done. Look forward to the next one."

"Great speakers, well researched, excellent presenters..."

"Superb presenters - very informative and entertaining..."

"Brilliant - excellent, presentations, good fun..."

"Fantastic..."

"Exceptional presenters."

"Very topical, and delivered in a refreshing style"





The Future Forum Education is a one-day comprehensive analysis of the future of Australian education.

Four easy ways to register:



WEB: www.futureforum.com.au



PHONE: 1800 TRENDS (Freecall 1800 873 637)



FAX: +61 2 8824 3566



MAIL: PO Box 7702, Baulkham Hills BC, 2153, NSW Australia.



When & Where:

MELBOURNE

Date: Friday 23rd April 2010

Venue: Hilton on the Park
192 Wellington Parade, Melbourne

SYDNEY

Date: Friday 30th April 2010

Venue: Sheraton on the Park
161 Elizabeth Street, Sydney

Registration Form:

- YES! Register me for Future Forum Education 2010 at \$395 (inc. GST) – *before March 31st only*
 Register me for Future Forum Education 2010 at \$545 (inc. GST) – *from April 1, 2010*

If you book two or more delegates, EVERY delegate receives a free copy of 'The ABC of XYZ'.

Primary Delegate:

Position: _____ Email: _____

Delegate 2: _____

Position: _____ Email: _____

Delegate 3: _____

Position: _____ Email: _____

Organisation:

Postal Address: _____

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City: _____ State: _____ Postcode: _____

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FREE COPY

of Mark McCrindle's book, 'THE ABC OF XYZ', when two or more delegates are registered!



TERMS & CONDITIONS

In the unlikely event that this event is cancelled for any reason, we will refund 100% of any money paid by you. If you are unable to attend you can transfer your registration to another person free of charge. If you need to cancel and are unable to transfer your registration we will refund your registration fees, less an administration fee of \$100 provided we receive notice in writing at least 21 days prior to the event. Cancellations received within the 21 days will receive a 50% refund and course compendium. We appreciate that this is an important investment for you and your company and would like to accommodate your needs the best we can. Therefore, if we can assist you in any way please call us on (+612) 8824 3422. Fees include attendance at the Forum, delegate compendium and morning/afternoon tea and lunch. Whilst speakers and sessions are confirmed at time of printing these are subject to change without notice.

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Credit Card / Online Registration

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