Program

Design 4 Social Innovation 2016

2 June 2016 • Barnet Long Room, Customs House

Thursday 2 Jun, 2016

8:30AM **Registration, Arrival Tea & Coffee**

9:00AM **Welcome**
Ingrid Burkett, Ryan Hubbard

9:05AM **Welcome to Country** - Barnet Long Room
Millie Ingram

9:20AM **Opening Remarks** - Barnet Long Room
Carolyn Curtis, Andrew Young

9:40AM **Session One - Why ageing needs innovation and why innovation needs to grow-up** - Barnet Long Room
We're all ageing, so what are we going to do about it? Our society is simply not designed for the increase in older people we'll see over the next decades. Designing new products and services alone isn't going to be enough to create the conditions that will enable us all to age in the way we'd like. So can design led processes play a role in shifting the systems that define ageing, can design intentionally shift cultural perceptions? And how do we get you, reader, to shift your mind about what's possible as you age?

Ingrid Burkett, Ryan Hubbard

10:30AM **Morning Tea**

11:00AM **Session Two - Stories of innovation in and for ageing**
Deep exploration of four real life stories of innovation with innovators trying to shift organisations, systems, Australian culture and their own lives to enable better ageing. We'll hear how people are trying to design ageing for people who aren't old yet, how people are struggling to bring innovation to a traditional aged care sector.

Dr Matthew Haren, Cecilia Hill, Julie-Ann Hill

12:30PM **Lunch**

1:15PM **Session Three - Innovation skills: Bus stop session**
Participate in 3x20mins sessions to build your innovation capability in using tools to transform services, systems and your own life. This isn't about a salesman showing you the drill in the box, this is about a craftsperson passionately showing you how to drill a great hole.

Please click on the arrow to the right to view a summary of the bus stop presentations.

Barbara Binns, Melanie Butcher, Janine Cahill, Luke Greive, Cecilia Hill, Kerry Jones, Kerrie Noonan

2:45PM	**Afternoon Tea**

3:15PM	**Session Four - Case studies: It's not just about great ideas, it's about implementation**
	The baby boomers are ageing, they are going to transform our organisations, systems and reinvent ageing as we know it. Or are they?
	In this session we are going to focus on two aspects of making innovation work. First, what it takes inside an organisation (using RSL Care as an example) and then across the ageing system (using Innovation Age as an example).
	Case study 1: Luke Greive, Beverly Smith and Aimee Defries
	What does it take to succeed?
	Case study 2: Kerry Jones and Ingrid Burkett
	The Innovation Age…how might we connect up Innovations and Innovators?
	Ingrid Burkett

4:45PM	**Where to from here?**
	Ingrid Burkett

5:00PM	**Close** - Barnet Long Room

Session Three - Innovation skills: Bus stop session
1:15PM - 2:45PM

Session 1:1:30pm - 1:50pm
Session 2: 1:55pm - 2:15pm
Session 3: 2:15pm - 2:40pm

1. Framestorming: creative tools to reimagine problems
Melanie Butcher, Director Social Impact, Social Deck

In our work the first stage is often defining or redefining what the problem or challenge is. We love to turn it around and upside down. This bus-stop is called '(re)-framestorming'. A pre-curser to brainstorming, its purpose is to test the nature of the question itself from different perspectives, rather than coming up with solutions immediately.
In small groups, participants will be asked to reframe the same scenario or problem using different reframing tools for thinking differently e.g. metaphors, concept mashing, or turning the problem upside down, in order to encourage thinking out of their own headspace and thinking creatively about 'how else' to approach problems and challenges.

2. Social network mapping
Kerrie Noonan, CEO Groundswell

Social Network Mapping is a tool that can be used to improve our understanding of how people interact and are connected. It can be particularly useful when organisations want to understand the impact of social interventions that are aimed at reducing isolation and increasing connections. Through mapping you can discover (and measure even) the number of people in a network and the strength of relationships or connections between people. During this bus stop we will create a social network, and learn how to use this useful and flexible tool.

3. Communicating with and to different audiences
Cecilia Hill, General Manager, The Design Practice at Telstra■

In this bus-stop you will learn how to talk with diverse audiences of stakeholders about innovation - using Jeanne Liedtka's designing for growth framework: What is? What if? What wows? What works? I will share how I've used this framework in Telstra's ageing work, and how you could apply it in your own context.

4. Understanding the WHY?
Beverly Smith, Director, ThirdThird & Luke Grieves, Operations Manager, Aged & Community Care, Telstra

Building upon Simon Sinek's work in popularising the concepts of "the golden circles" and to "Start with Why" we'll demonstrate how we applied Sinek's golden circles to articulate a new Why, How and What, and in so doing, inspired 3,500 employees to reinvent the experience of ageing.

5. Systems Mapping
Janine Cahill Founder, Teazl and Future Journeys

How to map the system in which social transformation occurs.
Systems Mapping is a visual tool to aid collaborative cross-disciplinary Innovation and Engagement with Purpose. This practical exercise will engage diverse participants collaboratively to map the context in which solutions occur. Services and systems can never be transformed without understanding the context and the levers which impact the system over time.

6. Journey Mapping
Barbara Binns and Kerry Jones, Weavers, TACSI

Drawn from Narrative Practice journey mapping is a tool that builds a rich picture around what has influenced people in the past, how that shapes them today and how they might draw on that into the future.
Exploring past, present and future the tool maps significant events in a person's (or organisation's) life and the people, services, supports, beliefs, values and attitudes that have and will shaped their experiences.
In this bus stop session we will provide a framework for how you can use journey mapping in your work, and share some of our experiences using the tool in peer to peer support, co-design discovery work, and organisational strategy workshops.