

Global Collaboration Real Solutions



International Network
of Street Papers

15th Annual Conference

17th - 20th May 2010

Melbourne, Australia



Proudly hosted by
The Big Issue Australia

Helping people help themselves





Presented by



International Network of Street Papers

The International Network of Street Papers (INSP) is a charity based in Scotland which supports and unites enterprising street paper projects worldwide to create employment for marginalised people.

Street papers are independent newspapers or magazines, which are sold on the street by people experiencing homelessness and poverty. Street paper projects operate as social enterprises, offering both employment opportunities and social welfare opportunities for their vendors.

INSP was founded in 1994, and in 15 years, it has enabled more than 250,000 street-paper vendors to improve their lives. Now supporting over 100 street papers in nearly 40 countries, INSP also acts as a strong united voice against poverty and injustice with a combined readership of 5-7 million people per edition. The Street News Service (SNS), INSP's online news agency, connects a rich journalistic network sharing news and information across the world.

Hosted by

Helping people help themselves.



The Big Issue Australia

The Big Issue Australia is an independent organisation that develops and operates social enterprises and creative, sustainable solutions to homelessness; providing opportunities for homeless and marginalised people to positively change their lives.

We are an agent for social change, using entrepreneurial practices and sound business strategy to promote social inclusion and alleviate poverty in Australia. Our innovative programs and services focus on helping people who are socially disadvantaged, and may otherwise slip through the cracks, to build confidence and the capacity to help themselves.

This is achieved by using various mechanisms to connect people with the community such as the Street Magazine Enterprise, the Community Street Soccer Program, the Women's Subscriptions Enterprise and The Big Issue Classroom.

Our programs put the person at the centre of the solution, providing them with the support and tools necessary to help themselves make positive change.

With generous support from



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Welcome to the 15th annual INSP conference

Melbourne, Australia



Welcome from INSP



Lisa Maclean
Executive Director of INSP

On behalf of the INSP staff and board, welcome to the 15th annual conference of the International Network of Street Papers.

2010 will see INSP focus more than ever on network-wide collaboration and developing a more cohesive approach to poverty alleviation. Our conference in Melbourne will form an integral part of this process. This week, we will push ahead with plans for an ambitious network-wide advertising initiative and explore the future of INSP campaigning and advocacy. We will also launch our global Street News Service platform for the 21st century, an exciting development for the entire street paper movement.

We are also running an additional practical training day for INSP street papers from the developing-world, as well as other interested papers. This forms part of INSP's response to the ongoing need of members for capacity building and experience exchange.

There will also still be plenty of time for members to showcase projects, build partnerships and network informally. In addition, there will be various evening activities and social events for you to enjoy, including a party with many of The Big Issue's vendors.

I'd like to thank The Big Issue Australia for hosting this wonderful event, and to all our funding partners, sponsors and volunteers. I hope that the conference paves the way for a stronger, more cohesive network.

Welcome to Melbourne



Steven Persson
CEO of The Big Issue Australia

The Big Issue Australia is delighted to be hosting the 15th INSP Conference in Melbourne, headquarters of Australia's only street paper.

Our city is known for its beautiful gardens, historic and attractive lanes and arcades, its cultural diversity and premier sporting facilities. We welcome you to our great city and hope you will take the opportunity to explore all Melbourne has to offer.

As so many creative minds gather and learn together, we are sure to provide better outcomes for our vendors around the globe. I urge you to take the time to participate in as many activities and workshops as possible.

I look forward to welcoming you all individually at the workshops and activities over the coming days.



Delegates will have the opportunity to meet vendors on Wednesday, during the street soccer match and at the Vendor Dinner at The Big Issue Australia offices.

Conference Agenda

INSP's 15th Annual Conference

17th - 20th May 2010

Atlantis Hotel & Conference Centre



Image courtesy of Global Ballooning



Sunday 16th May 2010

All day

Delegates attending the optional 'How To' workshop programme on Monday 17th May check in to the hotel and conference centre.

Monday 17th May 2010

All day

Remaining delegates arrive and are welcomed to the hotel and conference centre.

0845 - 1745

OPTIONAL DAY: Street Paper Development: 'How To' Workshops

This additional workshop programme is principally for developing-world street papers as part of INSP's ongoing project and development work. (See page 7 for Agenda).

1830

All delegates depart from hotel for welcome reception.

1900

Welcome reception at The Carron Hotel

An opportunity for delegates to meet with friends and colleagues over aperitifs and canapés.

- An official welcome from *The Big Issue Australia* and Serge Lareault, INSP Chairperson
- Welcome to the Country Ceremony – Joy Murphy

Tuesday 18th May 2010

0900

Opening of the 15th Annual INSP Conference: 'Global Collaboration – Real Solutions'

- Serge Lareault, Board Chair, INSP
- Lisa Maclean, Executive Director, INSP
- Natalie Susman, Head of Corporate Affairs, *The Big Issue Australia*

0915

Activity 1: INSP Speed-Networking

Delegates pair up for rotating 5-minute discussions to make introductions, share achievements from the year, and note down interesting contacts.

1030

Coffee – Delegates are asked to place their street papers on a table in the conference centre to share with other delegates.

1045

Activity 2: Street Paper Exchange

Learn from the experience of your colleagues through group consulting and troubleshooting sessions across a range of practical topics. Delegates are asked to register for one of 5 sessions before the conference and come prepared with specific questions or issues to discuss. (See page 9 for workshop descriptions).

1245

Lunch – A hot buffet lunch will be served at 'Il Sole' restaurant next door to the hotel.

1400

Annual General Meeting of the INSP- Part 1
(See page 8 for AGM Agenda)

1530

Coffee

1600

Annual General Meeting of the INSP- Part 2

1730

Close of AGM

1930

Dinner and informal networking at Hotel Spencer

Delegates will have the opportunity to sample fresh seasonal Australian produce as part of a delicious two-course dinner at Hotel Spencer.



Wednesday 19th May 2010

0900

Launching a Global Street News Service (SNS) platform for the 21st century

• *Belinda Goldsmith, Reuters Lifestyle Editor, Sydney, Australia*

0915

Cutting the Virtual Ribbon: Unveiling the new-look SNS web platform

• *Maree Aldam, Network Services Manager, INSP*
• *Danielle Batist, SNS Editor*

For the first time, delegates will glimpse their new-look Street News Service website and meet their newly-appointed SNS Editor.

0930

Workshop Session 1: The Street News Service

2010 is set to be a significant year for the development of the Street News Service (SNS). As a result of recent European Union

funding, INSP is hiring its first-ever Editor and a Business Development Manager and launching an integrated, progressive web platform. The SNS is a core INSP project and to reflect this, there will be a range of workshops to suit all delegates' needs and interests. Delegates will be invited to choose one workshop relevant to their skill set and interest. Workshop outcomes will be collated and included in the future SNS development plan. (See page 10 for workshop descriptions).

1100

Coffee

1130

Workshop feedback and SNS next steps

• *Chaired by conference MC, George Halkias*
A representative from each workshop group will feed back three key points discussed in their group. These will be recorded by the INSP staff team and where possible will be included in the three-year SNS development plan. New working groups will be established to ensure that delegates continue to be involved in the further development of the SNS.

1230

Lunch – A hot buffet lunch will be served at 'Il Sole' restaurant next door to the hotel.

1330

Street Paper Showcase

• *Chaired by conference MC, George Halkias*
Pre-booked presentations of films and special projects by INSP members.

1500

Bus to Street Soccer Match in North Melbourne

1530

INSP Street Soccer Match

INSP delegates take on The Big Issue Australia's street soccer team in a friendly and high-energy street soccer match. Come along and play or support the teams. Supporters will also have the opportunity to meet a number of vendors from The Big Issue Australia in an informal question and answer session. This informal afternoon networking activity will provide delegates with the perfect opportunity to chat with other delegates, interview local vendors, conduct regional meetings, share ideas and discuss possible future collaborations and partnerships.

1645

Official Group Photograph

1700

Bus to *The Big Issue Australia* office

1730

Tour of *The Big Issue Australia* office

1830

Dinner and Vendor Party at *The Big Issue Australia* office

Delegates will have the opportunity to meet many of The Big Issue Australia's vendors, hear some of their writing workshop pieces, all while enjoying a delicious carvery dinner.

Conference Agenda

Thursday 20th May 2010

0900

Speaking Out From The Streets: INSP as a Voice For Global Justice

• *Richard Fleming, Global Poverty Project*

0930

Workshop Session 2: An INSP Annual Speak Out

In response to delegate discussion at the 2009 INSP conference, and with input from a member working group, delegates are invited to consider a more cohesive approach to poverty alleviation via a 'Speak Out' on or around the 17th October, International Day for the Eradication of Poverty. The proposed vision of the Speak Out would be to inform and educate readers about the issues of poverty and inequality worldwide through the publication of an editorial impact report and poster campaign.

In this session, delegates have the opportunity to discuss the project's concept with external experts, and to help map out possible future themes, activities and vision, while considering INSP's role to conduct this type of project. Delegates will be invited to choose one workshop relevant to their skill set and interest. (See page 11 for workshop descriptions).

1100

Coffee

1130

Workshop Feedback

• *Chaired by conference MC, George Halkias*

Representatives from each workshop group share three highlights from their discussions with the full conference.

1230

INSP Annual Speak Out: 2010 Poster Competition

• *Chaired by Joanne Zuhl, INSP Vice-Chairperson*

In the past 2 months, INSP members have been submitting entries for a poster competition, as part of the first-ever INSP Annual Speak Out. Designs are based around themes relating to the 17th October, International Day for the Eradication of Poverty. Following the conference, delegates will be asked to vote



for their favourite design, members will then be invited to publish in their street papers on or around 17th October 2010, in conjunction with an editorial impact report.

1300

Lunch – *A hot buffet lunch will be served at 'Il Sole' restaurant next door to the hotel.*

1430

The vision of the INSP Global Editorial and Advertising Project

Raising funds and profile through global editorial and advertising collaboration. Presented by Richard Turgeon, Marketing and Communications Director, L'itinéraire

Building upon INSP's Flight Campaign and the attraction it has for companies around the world, delegates will be presented with a vision for future collaborations of this nature and invited to discuss how this potential consumer power can be harnessed and developed further into regular, sustained revenue for individual street papers and the network as a whole.

1500

Roundtable Discussions

Delegates will be asked to join roundtable discussion groups on a range of topics surrounding the development of INSP's global advertising project.

1600

Questions and Feedback from Delegates

Representatives from each group share two highlights from their discussions with the full conference.

1645

INSP Conference Feedback form

1700

Final Words and Thanks

• *Serge Lareault, INSP Chairperson*

1900

Bus to Charcoal Lane departs

1930

Gala Function and Reception: Drinks and Canapés at Charcoal Lane

Delegates will have the opportunity to experience one of Melbourne's top social enterprise projects as part of the final evening gala event. The beautiful Charcoal Lane enables Aboriginal and disadvantaged young people to gain experience in a supported, real work environment as part of an integrated programme, which includes personal skills development and accredited education in hospitality.

Optional 'How To' Day Agenda

Monday 17th May 2010



The purpose of this day is to offer smaller or younger papers examples of good practice to help develop their organisations. As part of the ongoing need for capacity building of these fledgling papers, and in response to other INSP member papers who expressed a need/interest, INSP and The Big Issue Australia conference organisers agreed to offer an additional, practical 'How To' training day, as part of the conference programme. The Big Issue Australia staff (and others) kindly agreed to support this idea by providing knowledge and expertise.



0845

Coffee

0900

Welcome and official start to the day

Lisa Maclean, INSP Executive Director

0915

Session 1: Business Development and Advertising

Serge Lareault, INSP Chairperson and Publisher of L'itinaire and John Currey, Advertising and Marketing Coordinator, The Big Issue Australia

1115

Coffee

1130

Session 2: Editorial Planning and Concepts

Joanne Zuhl INSP Vice-Chairperson and Editor of Street Roots, Portland and Alan Attwood, Editor, The Big Issue Australia

1300

Lunch - Available at 'Il Sole' restaurant next door to the hotel. (Please remember your voucher).

1400

Session 3: Regional Development (Africa, Latin America, Others)

Lisa Maclean, INSP Executive Director, Helen Harvey, INSP Fundraiser and Trudy Vlok, INSP Treasurer and Director of The Big Issue South Africa.

1445

Session 4: Social Development and Distribution Strategies

Arkady Tyurin, Director, Journey Home and INSP Board Director and Gemma Pidduti, Vendor Support Manager, The Big Issue Australia

1615

Session 5: Fundraising and Marketing

Natalie Susman, Head of Corporate Affairs, The Big Issue Australia and Anthony North, Director of Fundraising, The Big Issue London

1745

Close of Workshop Programme

AGM Agenda



- 1400**
1 Opening of the meeting
- 1.1 Welcome message from the Chairperson
- 1403**
2 Election of the Chair and Secretary of the AGM
- 1405**
3 Reading and adoption of the Agenda
- Serge Lareault, Chairperson
- Request for 'Any Other Business' from members
- 1410**
4 Approval of new members
- Michaela Gründler, INSP Secretary
- 1420**
5 Approval of minutes from the 2009 AGM
- Michaela Gründler, INSP Secretary
- 1425**
6 Follow up of minutes from the 2009 AGM:
- 6.1 INSP and NASNA:
- Key achievements from the past 12 months
 - Sean Condon, NASNA Vice-Chairperson
- 1430**
6.2 INSP and a German-speaking platform:
- Recent highlights from this new regional group formed at the 2008 AGM
 - Andreas Böhm, Die Jerusalemmer, Germany
- 1435**
6.3 INSP Norway:
- A progress report on this fledgling regional collaboration
 - Thomas Anthon Neilsen, Megafon, Norway
- 1440**
6.4 INSP Africa:
- An introduction to the latest regional collaboration as part of a new UNDEF-funded project
 - Samba Yonga, The Big Issue Zambia and African Regional Co-ordinator (UNDEF project)
- 1445**
7 INSP Charter Revision (Special Resolution):
- During the 2008 and 2009 AGMs, members voted upon 19 of the 35 proposed changes to the 'INSP Charter' to align it with the charity's legal 'Memorandum or Articles and Association'. This year, members will be invited to vote on up to 16 final amendments
 - Trudy Vlok, INSP Treasurer
- 1510**
8 Approval of new INSP logo:
- The new INSP logo, voted upon by members prior to the AGM, will be unveiled to members
 - Joanne Zuhl, INSP Vice Chairperson
- 1515**
9 Break
- 1545**
10 2009 Annual Review
- Lisa Maclean, INSP Executive Director
- 1600**
11 Approval of the 2009 Audited finances and questions
- Trudy Vlok, INSP Treasurer
- 1615**
12 2009 Auditor adopted by members
- Trudy Vlok, INSP Treasurer
- 1620**
13 Outline strategy for 2010 and questions
- Lisa Maclean, INSP Executive Director
- 1645**
14 Announcement of new INSP Patron
- Arkady Tyruin, INSP Director
- 1655**
14.1 Message from our Honorary President, David Schlesinger, Editor-in-Chief, Reuters News.
- Read by Belinda Goldsmith, Lifestyle Editor, Reuters
- 1655**
15 INSP Board Elections
- George Halkias, Conference MC
- 15.1 Selection of Vote Counters and Explanation of Election Procedure
- 15.2 Nominations (short presentations by nominated candidates)
- 15.3 Voting
- 1705**
16 Location of future INSP conferences (11-13)
- The board announces a provisional list of future conference locations, following expressions of interest from members
- 1710**
17 Any other considerations
- 1725**
18 Announcement of board election results
- 1730**
19 Close of the AGM

Workshop Descriptions

Tuesday 18th May 2010

Activity 2: Street Paper Exchange



Group 1: Social Development and Vendor Services

Room 1

Gemma Pidduti and Kirstie Papanikolaou Vendor Support, The Big Issue Australia; and Tony Kennan, CEO, Hanover Welfare Services

Street sales and vendor support are at the heart of our work as street papers, affecting our vendors' income and personal development opportunities, as well as the papers' sustainability and success. This session aims to tackle various questions involving vendors, from street paper distribution and pitch management to vendor sales training and incentive schemes. Delegates will also have the opportunity to discuss other social development services offered at their paper- including move on support- and the contribution that this makes to vendors' lives.

Group 2: Editorial Development

Room 3

Joanne Zuhl, INSP Vice-Chairperson and Editor of Street Roots, Portland and Melissa Cranenburgh, Deputy-Editor, The Big Issue Australia

With the decline of print media, how do we ensure that our existing readership remains interested and that we continue to attract new readers? This session provides delegates with the opportunity to critically examine, define and refine the boundaries of their editorial concept, considering new ways to position their publications at the forefront of independent media. Discussions will cover questions such as:

how do we ensure that our content remains compelling? What are our editorial ethics and responsibilities? What do we know about our readers' interests and how can we find out more? How do we package content and keep it consistent from issue to issue?

Group 3: Strategic Partnerships and Fundraising

Room 2

Jerome Lyford, Sponsorship Manager, Hawthorn Football Club; and Anthony North, Fundraising Director, The Big Issue London

Strong relationships are one of the key factors for success in fundraising. This session discusses creative ways to develop networks and long-term partnerships with government, businesses, foundations and individual donors; how to communicate a strong and distinctive case for support; and how to maintain ongoing ties that will ensure long-term investment in your project.

Group 4: Advertising

Room 4

John Currey, Advertising and Marketing Coordinator, The Big Issue Australia

The advertising budgets of many companies have been cut considerably as a result of the economic crisis. This has impacted directly on many street papers. Companies that previously advertised have either reduced the amount they advertise or stopped completely. However, street papers offer something unique; they tap into a socially-responsible, culturally-aware readership, which many companies would be interested

to reach. This session will not only cover the basics of advertising but it will answer the question: how can street papers use their unique niche to increase advertising income and attract companies to advertise?

Group 5: Business Development and Finance

Room 5

Serge Lareault, INSP Chairperson and Publisher of L'itineraire, Montreal and Steven Persson, CEO, The Big Issue Australia

A strong core business is essential to the existence and growth of all street papers. Without a clear and defined business structure, the organisation will fail to survive - staff will work towards different goals, funders and local businesses will go elsewhere and vendors will lack the regular support they require. This session will cover a wide range of topics surrounding business development and finance, such as: how to update and implement a business plan effectively; how to ensure marketing, fundraising and business plans work together; how to implement an easy-to-manage budget 'on a budget', and how to ensure staff / board relationships support this process.

Workshop Descriptions

Wednesday 19th May 2010

Workshop Session 1: The Street News Service



Image courtesy of Global Ballooning

Group 1 – Generating income from the Street News Service

Room 1

Richard Turgeon, Marketing and Communications Director, L'Itineraire, Canada

Look at how business and other media generate income online, and discuss ways in which individual street papers and the network can make money from the revamped SNS and associated products. Delegates will be asked to explore current ideas and concepts, including advertising, international subscriptions, an INSP magazine, INSP photography and global advertising and consider how we can maximise partnership opportunities for greater success.

Group 2 – Engaging vendors in the Street News Service

Room 2

Erin Anderson, PhD student and former INSP Network Development Officer (by video); and Alan Attwood, Editor, The Big Issue Australia

Discuss and suggest ideas for how the new SNS platform can be used as a virtual megaphone for vendors' voices. From the creation of vendor blogs and global photography projects to online vendor writing groups and exchanges, how can this new tool be mobilized to support our vendors in developing news skills and audiences for their work, to encourage conversation between vendors across geographical and cultural boundaries and to enhance their voice within the network?

Group 3 – Developing collaborative global content through the Street News Service

Room 3

Belinda Goldsmith, Lifestyle Editor, Reuters; Anlov Mathiesen, Editor, Erlik Oslo, Norway; Danielle Batist, Street News Service Editor

Brainstorm ways in which SNS content can be developed, branded, packaged and promoted, building upon existing exclusive SNS material, such as Global Voices, World Vendor Spotlight and World Street News. Discuss how the new-look SNS can develop the profile of INSP by developing new areas such as international celebrity interviews, campaigns, global columns, international stringers and high-profile Patrons. Come and have your say and contribute to the future editorial direction and profile-raising of the project.

Group 4 – Developing new media opportunities through the Street News Service

Room 4

Kristen Boschma, Head of Online Communications and Social Media, Telstra; Brendan O'Keefe, Online Publisher and Customer Engagement Manager, Telstra; and Arkady Tyurin, INSP Board member and Director of Journey Home, Russia (with a video presentation from BBC journalist Bill Thompson)

Suggest innovative ways in which new media platforms could be used by the SNS to enable INSP street papers to reach a larger audience and to raise awareness of street papers' work internationally. What new media is available and how could this be used most effectively to engage a more diverse and wide-reaching audience?

Group 5 – Maximizing the editorial resources available through the Street News Service

Room 5

Maree Aldam, INSP Network Services Manager

Learn more about how to use the Street News Service at this basic 'how to' session outlining the resources and services available, including free access to photographs and features from Reuters and Inter Press Service, as well as guidelines for participation. This workshop - more suitable for younger papers - will cover everything from how to exchange articles, source photographs and contribute to collaborative global content exchange.

Thursday 20th May 2010

Workshop Session 2: An INSP Annual Speak Out



Group 1: Mapping out future themes for an INSP 'Speak Out'

Room 3

Richard Fleming, Australian General Manager, Global Poverty Project; and Alice Clements, Communications Manager, CARE Australia

With INSP's overall vision and mission as the backdrop to discussion, delegates will consider INSP's priority areas for global social engagement and propose possible themes for and approaches to an INSP Annual 'Speak Out' in 2011-12. Delegates' discussion will be put in the context of current trends in poverty alleviation work, the Millennium Development Goals and other existing worldwide campaigns. Delegates will discuss suggestions and short-list three possible themes for each year.

Group 2: Creating and communicating a strong impact through effective design and visual communication

Room 1

Natalie Susman, Head of Corporate Affairs, The Big Issue Australia

'Big ideas can turn small budgets into powerful campaigns' (Ed Jones, a creative director at Saatchi & Saatchi Worldwide). With support from a top branding consultant, delegates will be asked to discuss a range of successful brands, images and artwork used to front successful campaigns and international organisations, and use these to inspire an exercise on creating branding ideas for an INSP 'Speak Out'.

Group 3: Designing and conducting social research

Room 2

Matthew Toulmin, Principal Consultant, RM Consulting and Dr Emma Sherry (PhD), Lecturer, La Trobe University

With support from leading research specialists, delegates will be asked to share their experience and knowledge on conducting research studies and editorial reports. Are any street papers already doing similar work and what existing contacts do we have as a network i.e. research centres and universities who could support this process? How could a research study and editorial report be effectively developed in the future to interest and engage readers and how do we maximise the resources and contacts within the network to produce effective results?

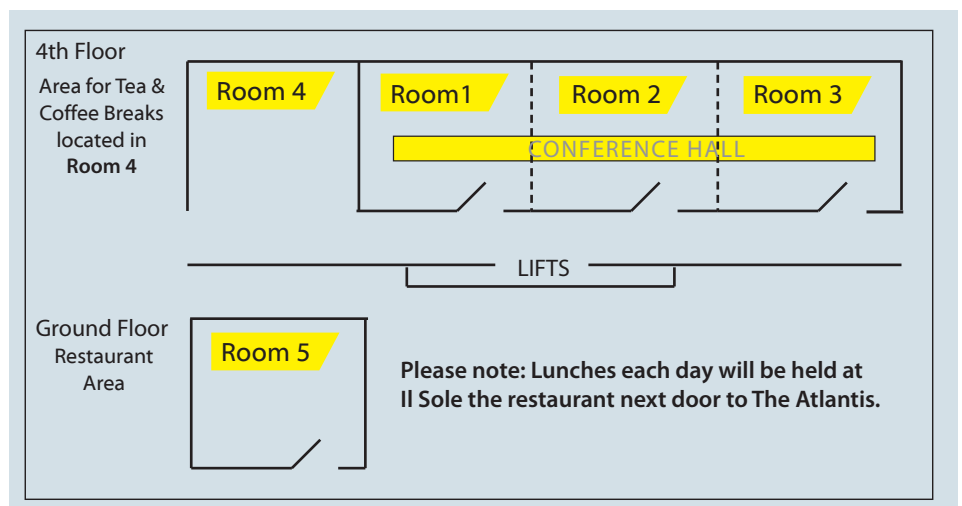
Group 4: Creating a concept for an INSP Annual Speak Out campaign in 2010

Room 4

Maree Aldam, INSP Network Services Manager

Delegates will be asked to discuss the results of INSP's recent street paper survey to establish how the information may be most effectively used and packaged for a 'Speak Out' in 2010, raising awareness of poverty and inequality around the world. Delegates will discuss how the results of the survey could be effectively translated into a campaign or editorial report to be published by INSP members in October 2010, being both attractive to street papers and their readers.

Conference Floor Plan



Workshop Leaders and Speakers

Master of Ceremonies



George Halkias

George Halkias is a well respected community figure and over the past 15 years he has coordinated innovative services and programs that have changed the lives of many Australians. A passionate and entertaining speaker, George now passes on much of his insight, experience and wisdom to professionals, aspiring leaders and the wider community. He believes in raising the awareness and educating individuals on a range of social issues whilst inspiring them to reach higher levels in their own fields. Following completion of a psychology degree, George has worked extensively in the government and community sectors on various ground breaking projects. George came to TBI in 2004 to manage the expansion of the magazine to regional Victoria and has since been instrumental in the development of the Community Street Soccer Program whilst also coaching Australian teams at 5 Homeless World Cup tournaments.



RICHARD TURGEON

Richard Turgeon graduated from the Institute of Canadian Advertising as Certified Advertising Agency Practitioner, and began his professional career in the television industry, where he held various high management positions in sales and marketing for major Canadian broadcasters. He began his entrepreneurial career in 1989 when he founded his own company, Sirius Economic Development Corporation. He later co-founded Delphes Technologies International, before retiring from the business world in 2005 to devote himself to community and charitable organizations. He is currently the Strategic Development, Marketing and Communications Director for L'itinéraire in Montréal, and now works closely with INSP on developing business opportunities for INSP members worldwide.

Workshop Leaders



Tony Kennan

Tony Kennan is the Chief Executive Officer of Hanover Welfare Services and the Victorian Chair of Anti Poverty Week. He is also presently a delegate in the productivity stream to the 2020 summit. Some of his previous roles include General Secretary of the Victorian Independent Education Union and Chairperson of the Ministerial Advisory Committee on Gay and Lesbian Health. In 1996, he was appointed to chair the development of Australia's Third National HIV/AIDS Strategy, which was adopted by the Government in the following year. Tony is a Harkness Fellow in Public Policy at University of California, San Francisco and a past President of the Australian Federation of AIDS Organisations and the Victorian AIDS Council. Last year Tony was named as one of Melbourne's 100 most influential people of 2007 by The Age Melbourne Magazine.

Speakers



Belinda Goldsmith

Belinda Goldsmith is the global lifestyle editor for Reuters where she oversees the company's lifestyle and entertainment news. She joined Reuters in 1994 from Papua New Guinea after 10 years of working as a journalist in Britain and Australia. She has run Reuters' operations in Australia, the Nordic region, and New York, covering news ranging from the financial markets, mining and commodities, politics and civil wars, to natural disasters, Hollywood and the trends in social media. Belinda graduated from Reading University in England and she qualified as a journalist with the National Council for the Training of Journalists. She is currently based in Australia.



Richard Fleming

Richard Fleming is currently the Australian General Manager of The Global Poverty Project. At 18 Richard started his corporate life working within the Business and IT industry. By the time he had finished university, he had worked for many large multi-nationals including Coca-Cola, Telstra, IBM and Qantas. At 21 he took on the world of management consulting, however he moved on to take up the greater challenge of ending extreme poverty. Before joining the team at the Global Poverty Project, Richard was living in Bangladesh where he was the ICT Director of the Bangladesh Government's Rural Development Board and later the Project Director of non-profit schools in the slums of Dhaka.

Jerome Lyford

Jerome Lyford is currently the Sponsorship Manager of the Hawthorn Football Club, one of the Australian Football League's most successful teams. With a turnover of \$43million. Jerome has overseen significant growth in commercial revenues generated for the Club, and maintains longstanding partnerships with National and International corporations. He was pivotal in securing the Tasmanian government and HSBC sponsorships and is responsible for maintaining these ongoing relationships.



Erin Anderson

Erin Anderson is an INSP consultant and former staff member as well as a long-time supporter of

the global street paper movement. Since 2001, she has worked with local street papers in Seattle, USA; Cape Town, South Africa; Bogotá, Colombia; and Bergen, Norway. Additionally, after serving as INSP's first intern in 2004, Erin worked as the organisation's Network Development Officer from 2007 to 2008, managing communications and overseeing the development of the Street News Service, among other projects. Erin holds a Masters degree in Community Development from Clark University and she is currently a Ph.D. student at the University of Pittsburgh where she studies composition and rhetoric with a particular interest in public and community-based writing, digital oral history, and multimedia composing.

Kristen has held various senior marketing and communication roles at other big corporates in Australia. Her career has involved the use of most marketing methodologies and channels. She is passionate about the use of language to motivate, move and inspire. In her spare time she is currently working with her local council to develop English language classes for new Australians. Kristen is also on the board of The Melbourne Writers Festival.

change and strengthens communities. Her Master's degree took her to Vietnam, where she lived and worked alongside young Vietnamese while developing an online communication initiative that promoted safer sex. This led to a role as Communications and Marketing Manager at Marie Stopes International Australia (a reproductive health-focused INGO).



Brendan O'Keefe

Brendan O'Keefe joined Telstra in March 2010. Brendan is passionate about

social media and open innovation. He brings many years of experience in publishing, web and mobile application development, online communications and branding. Prior to taking on the position of Online Publisher and Customer Engagement Manager, Brendan was consulting for numerous not for profits and government departments such as The Alannah and Madeline Foundation, VicHealth (Victoria Walks) and Melbourne Citymission.



Matthew Toulmin

Matthew Toulmin is an innovative economist committed to using his skills to promote social

justice. He runs a small consultancy firm that works with communities across Victoria to help those groups find their own solutions to challenging problems. He has worked with The Big Issue to demonstrate the significant economic and social benefits that are generated for wider society from the Street Vendor and Street Soccer programs. This provides the hard evidence to justify the programs and provide confidence when approaching corporates for sponsorship.



Danielle Batist

Danielle Batist was recently appointed as INSP's Street News Service Editor. Danielle

started her career as a journalist for a Dutch local newspaper in her home town, aged just 17. She instantly fell in love with the profession and soon after embarked on a journey to see the world and report on it. She lived and worked with newspapers and magazines in several countries around the globe, including South Africa, Namibia, Denmark, the Netherlands, Scotland, Wales and Australia. She holds a Bachelor's degree in Journalism and a Master's degree in Journalism and Media within Globalisation (with Distinction). Her passion for street papers was ignited whilst working in the editorial department of The Big Issue Namibia. She is already known to many INSP members, from her 7-month internship with INSP last year, as SNS co-ordinator.



Bill Thompson

Bill Thompson has been working in, on and around the Internet since 1984 and spends

his time thinking, writing and speaking about the digital world we are in the midst of building. He appears weekly on Digital Planet on the BBC World Service and writes a regular column for the BBC News website and is an advisor to a range of arts and cultural organisations on their digital strategies.



Emma Sherry

Dr. Emma Sherry's PhD studies investigated conflict of interest in the Australian Football League,

and her current research interests include community development through sport activities, such as the Homeless World Cup and street soccer programs. Other recent research has included the role of sport in correctional facilities, community benefit of sport facilities and barriers to participation for female cricketers. Outside of her academic career, Emma has worked in roles in the area of sport facility and event management and recreation management within the local government and university sport sectors. Emma continues her involvement as a sport participant regularly competing in Masters swimming events. Emma is also a board member of the Sport Management Association of Australia and New Zealand, and sits on the VicSport women's sport subcommittee, a non-government advocacy body for women in sport and recreation



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Kristen Boschma is Head of Online Communications and Social Media for Telstra,

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