

A photograph of a man with dark skin and short hair, wearing a black shirt with a yellow and red Aboriginal-style pattern on the sleeve. He is holding a black microphone to his mouth and appears to be speaking or singing. The background is bright and out of focus, showing some greenery. Overlaid on the bottom right of the image is a large, abstract geometric design composed of various shades of teal, blue, red, and yellow triangles and polygons.

**CHANGE
FEST**

Palmerston 21
Larrakia country





Contents

Introduction – Pippa Bailey & Romana Paulson	6
1. About ChangeFest	8
2. Background	10
3. ChangeFest21 Palmerston	12
4. Attendance headlines	14
5. Governance – National Conveners	15
6. Sponsorship and Supporters	16
7. Leadership – Local Hosts	18
8. Co-directing ChangeFest	20
9. Process & Programming	21
10. Palmerston – Deepening Connection to Place	24
11. Event Management & Logistics	26
12. Communication	28
13. Resources	30
14. Environmental Sustainability	31
15. Is anyone better off?	32
16. Ongoing Evaluation	34
17. ChangeFest22 Tasmania	35

Appendices

1. Community Certificate Aboriginal Carbon Foundation	37
2. Twitter analytics	38
3. Humanitix	38
4. Facebook analytics	39





Introduction

Pippa Bailey & Romana Paulson

Co-leadership

For ChangeFest21 Palmerston the role of ChangeFest Director was shared between ChangeFest19 Mt Druitt Director Pippa Bailey and Romana Paulson, a proud Bundjalung, Mununjali and Wiradjuri woman, with substantive event experience.

What worked well

Romana

It was a big job, a great opportunity and the event was fun, meeting so many people wanting change, sharing, networking. There was a lot of good feedback afterwards, and from the crew. People I talked to were impressed. Mark Knudson from Kik Digital was impressed and he does so many events. Yep, it was amazing that it went without a hitch. And people seemed to be there for good reason.

Pippa

Sharing the Director role between a national and a local First Nations co-director was the next step for ChangeFest and it went smoothly. Romana came to Canberra for ChangeFest on the Hill and it was helpful to get to do a smaller event together.

Romana

Entering this world has been an eye opener and it's so good to see things are moving for our mob, that people are changing and want to walk together. The number of MP's who agreed to see us in Canberra, people

at ChangeFest staying in the conversation even if they disagree, more eyes and ears to see and hear. The Youth Justice Session was really powerful.

Pippa

It was wonderful to hold the event in the public square and to experience the trust from locals. I am still learning about radical trust through ChangeFest and following First Nations colleagues and community, magic happens. At ChangeFest21 Palmerston the magic came through the many cultural elements, Elders providing some extras we hadn't quite managed to arrange without us asking, the respect from the Countrymen and women, the reciprocated trust from PIN and other community members and many other things I can't quite explain.

Challenges

Romana

It would have been easier if I didn't have so many other things going on. I didn't expect to have so much on and it impacted loads of other people and suppliers in Darwin as well. Multisite events are hard because you can't be in all the places and I only got into a couple of the sessions. I could have done better with communication at times.

Pippa

Romana had not been to ChangeFest, I could have helped her, PIN and local hosts by defining the process to get to ChangeFest more clearly. All the last minute changes and moving parts made it hard to delegate, that was avoidable. Content threads could have been woven more effectively. These lessons are already in progress for the next event.

Romana

I try not to get too involved in politics and so working on ChangeFest was new, I've learnt a lot. There are so many people that all the regular zoom meetings are intimidating, with so much jargon, it can be hard to understand. I would have liked to see more community voice, that seemed a bit quiet and especially from remote communities.

Pippa

Content did not get the final layer of development. Local community and speakers didn't get to meet facilitators or each other. That needs work.

Would have been better if...

Pippa

- The process could be shared including schedules and files so more people can engage at different points
- Cultural elements could have been more integrated across the event to help balance the difficult conversations and offer healing
- The big zoom meetings could offer breakouts and opportunities to yarn
- Space for First Nations people to gather and rest
- More followup with remote communities
- The community could have been paired with interstate guests
- We had clearer plans for capturing the actions that came from ChangeFest

Romana

The NT Strong Women for Health Country Network forum would be a great event to get listen to Rangers and Elders. It could help future ChangeFest events.

Pippa & Romana

Thank you to everyone who helped make it happen.

About ChangeFest

ChangeFest is the national Australian celebration of place-based change. It is an ongoing process of learning, capacity development and movement building over multiple years.

Vision

A more inclusive, fair and sustainable Australia where every Australian and their community thrives.

Mission

To contribute to a movement determined to change the systems that hold disadvantage and the ecological emergency in place. Indigenous and non-Indigenous walking together, led by First Nations perspectives.

Purpose

To bring together people intent on making change in place so they can learn, plan and collaborate to progress their and their community's agenda for change.

Guiding how the National Convenors, Local Hosts and Producers of ChangeFest work are the following core Principles:

- **Shifting the balance of power and responsibility to communities.** Encourage, empower and support communities to lead, make decisions, and own both the outcomes sought, and the solutions – we know what solutions will work. This shift will improve accountability and help address the institutional and social inequality underpinning many community challenges.
- **Shared goals and solutions are tailored to local needs.** Investments have greater impact when we are aligned to the needs and goals of each unique place and when the community, government, philanthropy and other partners work collectively to achieve common outcomes.
- **Improved whole-of-life outcomes through strong foundations in the early years of life.** Focus on a child's wellbeing, knowing that investment in education, prevention and early support with the family and community around that child, will improve social and economic outcomes for individuals, families, communities, and country.
- **Change the system.** The rules, processes, incentives and behaviours to deliver the impact Australians want where we live; including removing barriers and integrating silos of governance, funding and effort to deliver resources to communities more efficiently and effectively.



02

Background

ChangeFest is a national celebration of place-based social change.

ChangeFest18 Logan

The first event, ChangeFest18 Logan was held in Logan in Queensland convened by Collaboration for Impact, Opportunity Child, Logan Together and Griffith University.

Local First Nations leaders were left out of the planning process and during the event led action to influence policy and created the ChangeFest18 Logan Statement. In addition, ChangeFest 2018 participants identified that success would be underpinned by a long-term commitment to work together, learning, and improving through iteration and informed by evidence, evaluation and data.

ChangeFest19 Mt Druitt

ChangeFest19 Mt Druitt was a four-day event held in November 2019 at Kimberwalli, a new centre for Indigenous Excellence on the site of the old Whalan High School in Mount Druitt, Western Sydney. The event was interrupted by Sydney fires and evacuated.

Then COVID-19 swept across the world in 2020.

ChangeFest on the Road

ChangeFest on the Road was initiated to practice hosting local events to build muscle and deepen local connections. Events took place on:

- Bundjalung Country – Murwillumbah 2484 – September 2020
- Muwinina Country – Clarence Plains 7270 – February 2021
- Yuin Country – Nowra 2541 – April 2021

And **ChangeFest on the Hill**

- Ngunnawal Country – Canberra 2601 – March 2021



03

ChangeFest21 Palmerston

ChangeFest21 Palmerston was created in the eye of the COVID-19 pandemic. The initial Expression Of Interest outlined a Territory-wide event but this failed to attract community hosts in any one place, despite many attempts to find willing partners.

Larrakia Nation were supportive of the event, Aunty June Mills had received the ChangeFest Message Stick in Mount Druitt at ChangeFest19 and ChangeFest planning was a regular item at Larrakia board meetings.

Palmerston was suggested as an appropriate site for ChangeFest21 Palmerston. In March 2021 Palmerston Indigenous Network, including Indigenous leaders and non-Indigenous allies, stepped forward as local hosts. They guided the shape and manner of the event in Palmerston, identified local venues and contributed to the drafted program. They also shared information about ChangeFest within the local community and distributed citizen tickets to community members.

'The event is beautifully positioned to capture the best of place and focus the magnifying glass on aspects that are in dire need of adjustment. It is wonderful to attend an event that ASSUMES First Nations should and will and are taking the lead with place-based change.'

Community member, evaluation survey



04

Attendance headlines

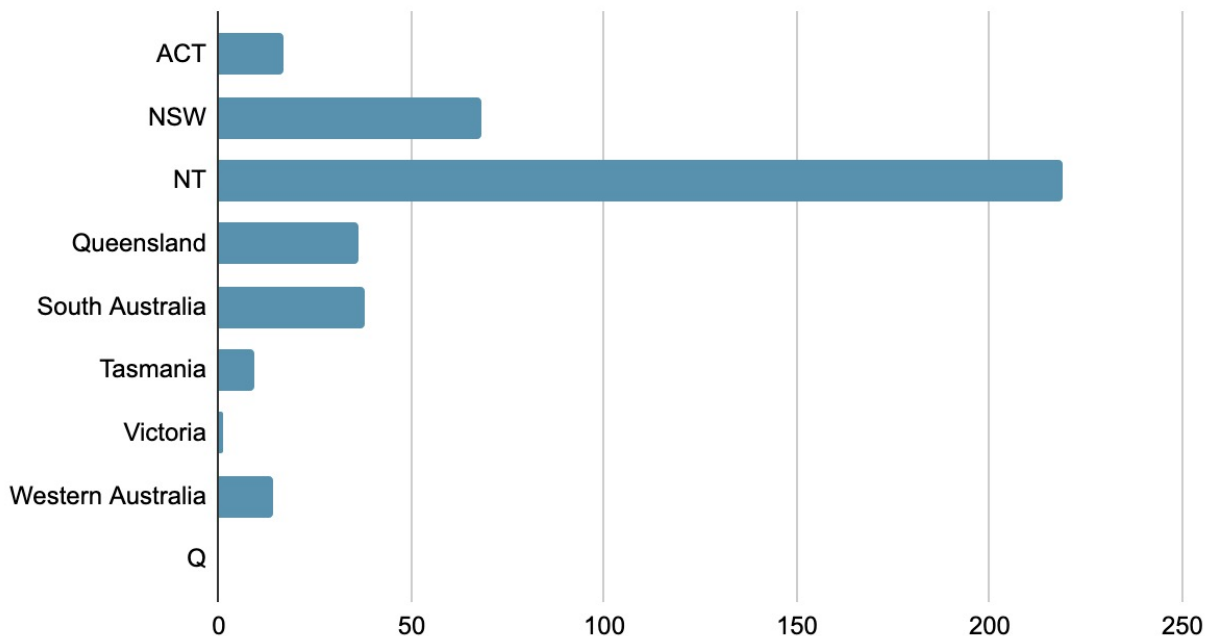
ChangeFest21 Palmerston Participants

Registered face to face participants	342
Registered for online program	34
Unregistered speakers/participants	43
Volunteers	16
Face to face	401
Online	34
Total	435

State by state

NT	219 (54%)
NSW	68 (16%)
SA	38 (9.4%)
QLD	36 (8.9%)
WA	4 (3.4%)
ACT	17 (4.2%)
TAS	9 (2.2%)

Please note approximately 18 people from Victoria and 5 others from different places (that we know of) did not attend due to COVID-19



05

Governance & Leadership

New National Conveners

Following ChangeFest19 Mt Druitt, three of the convening partners - Logan Together, Griffith University and Opportunity Child left the convening group.

The newly formed National Conveners of ChangeFest21 Palmerston are:

- [The National Centre of Indigenous Excellence \(NCIE\)](#)
- [Collaboration For Impact \(CFI\)](#)
- [The Institute for Human Security and Social Change at La Trobe University \(IHSCC\)](#)
- [The Kowa Collaboration](#)
- [Health Justice Australia](#)

In forming a new national conveners group, there was a strong ambition for ChangeFest to demonstrate co-leadership with First Nations people at all levels of organisation. Two of the new conveners had not experienced ChangeFest and this new group agreed that CFI would hold liability and responsibility for the ChangeFest21 Palmerston event. CFI were custodians of ChangeFest during 2020, a turbulent year.

The NCIE Blak Impact team and the IHSCC team had not been to a ChangeFest. The convening group and the local hosts did not share a process which did not help create a cohesive event.

Unfortunately, the team from IHSCC were unable to attend ChangeFest21 Palmerston due to Covid-19.

'As an organisation that works primarily with health and legal assistance services, we have participated in successive ChangeFest events as a way to hear directly from the communities those services help. We saw becoming a National Convenor as a way to strengthen the relationships between community-led change and the health and human (including legal) services within those communities, but we've learned that the nature of those relationships is as varied as community-led change itself. In some cases, we have seen services supporting their communities in vital and vibrant ways. In other cases, key differences like power and resourcing need to be addressed before services can be partners with the communities they exist to support.'

Tessa Boyd-Caine, Health Justice Australia

06

Sponsors & Supporters

The following group supported ChangeFest21 Palmerston

Principal Sponsor

Department of Social Services
(also supported ChangeFest18 Logan and ChangeFest19 Mt Druitt)

Minister Anne Ruston provided a welcome address via video for the opening plenary.

Venue Partners

City of Palmerston
Palmerston Golf Club

Sponsors

Department of Education, Skills and Employment
Menzies Foundation
NIAA
NT Government
Paul Ramsay Foundation
We also gratefully acknowledge two silent partners.

In kind support

Metro Mini Bus Service
Palmerston Golf Club
Grow Well Live Well

'I have made good connections with people working in communities, some in leadership roles and others are community workers.'

Philanthropist, evaluation survey





07

Leadership Local Host Group

The Expression of Interest featured a range of organisations including;

Larrakia Nation

**Darwin Aboriginal and Islander
Women's Shelter**

The Smith Family

Darwin City Council

Palmerston City Council

Families and Schools Together NT

Anglicare NT

Charles Darwin University

Chamber of Commerce NT

Save The Children

Northern Territory Private Health Network

Two members of this group; Catherine Phillips and Leonie Paterson committed to following the process to ChangeFest19 Mt Druitt, played a leading role in the handover at ChangeFest19 Mt Druitt and were instrumental in the process leading to ChangeFest21 Palmerston.

There was a breakdown in the weaving process between the different governance threads of national conveners and local hosts leading to ChangeFest21 Palmerston. The group that continued to meet across 2020 and into 2021 were not from communities that wanted to host ChangeFest. Despite many conversations and presentations to remote community leaders in Alice Springs, West Arnhem and East Arnhem, there was no uptake. No-one from these communities had experienced ChangeFest.

Palmerston Indigenous Network stepped forward in March 2021. It transpired that they were waiting to be invited and so was ChangeFest. There is a need to make the expectations and relationship more explicit. Once they stepped forward, many of the other leaders in the host group stopped attending meetings. It raised questions about how to maintain adequate support when power shifts to include local First Nations people.

Palmerston Indigenous Network

Palmerston Indigenous Network is a group of Indigenous and non-Indigenous members serving community needs in Palmerston.

Grow Well Live Well

Also a member of Palmerston Indigenous Network, Grow Well Live Well aims for change to be sustained over time in both the community and in the way government and community organisations work with and for the Palmerston community.

On the whole, as a local host and supporter of ChangeFest in Palmerston, it was a wonderful opportunity for me as a Backbone and for Grow Well Live Well initiative to be involved and a privilege for us to be part of ChangeFest. It was exciting to see high profile Indigenous Australians connect and work together with Palmerston and the Palmerston Indigenous Network. The chance to develop Grow Well Live Well merchandise jointly with ChangeFest, informed by Larrakia elder Auntie June Mills and see it so well received by the community was fantastic.

Palmerston did for ChangeFest what it does best, drew on local talent and knowledge, pulled it together under pressure, turned it around on a dime, pushed through the challenges and guided an event that was responsive to local needs and priorities. The Palmerston Indigenous Network generously shared its insight and wisdom to do what it could to ensure this community felt respected and listened to.

The ChangeFest event has inspired local people. So many Palmerston locals have declared they want to be at the next event and can't wait. They are already working on securing their ability to attend.

People felt appreciated and recognised for their work. I received a thank you from Kath Irwin from the Craft and Care team who were supported to attend, she said: "...I did the workshop for Youth Justice and also got to talk about FAST, the Elders in School program and also about the Craft and Care program. It was exciting to meet other like-minded people, and swap good ideas about how we work with others in the community."

Sharing the Grow Well Live Well community space with Pippa and Romana leading up to the event and during the event was also a privilege as I witnessed the dynamic collaboration processes and agility in navigating the challenges and adaptations brought about by COVID. It was excellent professional development in practice!

In terms of the mirror... This ChangeFest event did create opportunities for Grow Well Live Well to confront itself, particularly the invitation to participate in the hackathon session. As we worked through collaboration challenges and uncomfortable decision-making processes, the invitation to present helped to reveal the level of trust in our group and to understand what members needed to feel safe to participate. There have of course been other influences, but since ChangeFest, Grow Well Live Well has strengthened relationships and renewed its focus on community voice, action and leadership.

Other reflections include engaging the local host committee. The timing of connecting with the Palmerston Indigenous Network meant that ChangeFest did not draw on local knowledge early enough to make it a smooth, respectful and enjoyable experience for everyone. We think it is important to understand why it took so long for the local host to be identified; that there is something for us all to learn from. We can see that if Palmerston Indigenous Network was involved meaningfully at a much earlier point, their experience of the event would have been different.

Naomi Brenan, Grow Well Live Well

Co-directing ChangeFest

One of the important steps taken after ChangeFest19 Mt Druitt was sharing the existing ChangeFest Director role with a local co-director to ensure there is local leadership and as a commitment to First Nations leadership at all levels of governance.

The role of ChangeFest Director between ChangeFest19 Director Pippa Bailey and Romana Paulson, a proud Bundjalung, Mununjali & Wiradjuri woman.

This was an experiment and threw up challenges, particularly as Romana had not attended a previous ChangeFest. The experience was overwhelmingly positive and the model will be developed for the next events.

Co-Director Pippa Bailey led the meeting processes, shared logistics and led the fundraising and budget management.

Co-Director Romana Paulson brought all the production elements of ChangeFest together and her connections in arts and culture saw an incredible team of First Nations artists and crew leading the event.

Process & Programming

[Click here for the ChangeFest21 Palmerston program](#)

Regular meetings

NT hosts took part in monthly meetings via zoom from May 2020 until the event in June 2021.

Co-design

The co-design meeting took place in December 2020. Aunty June Mills played a key role. Palmerston Indigenous Network were under-represented in this meeting, although Naomi Brenan from Grow Well Live Well and Erin Reilly contributed. Not everything made it into the program.

Palmerston Indigenous Network's contribution to the program was largely through the choice of venues and local connections. Palmerston Indigenous Network also offered ways in which they could be integrated across the program. Grow Well Live Well initially wanted to be more involved in the Power Governance and Leadership Hackathon but there was concern of being exposed. This raises questions about how to create a safe learning environment at ChangeFest.

Changing the date

ChangeFest21 Palmerston dates were announced in March 2021 at the end of May. There was concern that ChangeFest would be taking place ahead of Reconciliation week so dates were moved to 8-10 June.

This change caused confusion for some participants and interrupted the planning process.

Speakers

The scramble to confirm speakers started in March and continued to change until the day before the event. Regrettably some key confirmed speakers such as Cultural Leader Jacob Boehme, Deputy Mayor of Sydney Jess Scully, Justice advocate Debbie Kilroy had to cancel their trips.

Larrakia Nation were incredibly supportive of ChangeFest with Elders, speakers and performers playing key roles across the event. Some of these were confirmed very late in the planning process due to busy schedules.

Local Hosts identified many of the speakers with great care to offer a good balance of Indigenous and non-Indigenous people. There was also a concerted effort by the Directors to ensure a diversity of non-Indigenous speakers.

"If we thought 2019 ChangeFest was a challenge with bushfire, 2021 ChangeFest in a pandemic really tested the metal of those involved. Changefest21 Palmerston gave us unique experiences that were rich and at the same time challenged our perspectives on youth crime, the role of government and how First Nations people can lead the way. Changefest21 taught me that in the midst of complex challenges we need to open our minds to new approaches and possibilities. Big challenges can call forth qualities in those around us that we didn't know existed. One of the many gifts that come from collaboration."

Catherine Phillips,
ChangeFest21 Palmerston
Host group champion

09 Process and Programming

Facilitators

Feedback from ChangeFest19 Mt Druitt called for fewer panels and more opportunities to participate. The instability of the preparation period for ChangeFest21 Palmerston meant that the program never got beyond the scaffolding to detailed preparation for each session. This meant that Collaboration for Impact staff team and Network were relied on heavily to facilitate sessions without adequate preparation.

It resulted in:

- Locals did not know the people holding issues of great local significance to them
- Facilitators had to work 'on the fly'
- Indigenous and non-Indigenous facilitators were working together in many sessions, a significant step forward from previous events
- The event needed greater creativity in the design of sessions and the way they were hosted, which more preparation would have enabled

Politics, politicians, and local government

There was a concerted effort to engage politicians for ChangeFest21 Palmerston. Palmerston Mayor Athina Pascoe Bell was incredibly supportive of the event, took part in the co-design process and council services were provided as in-kind support.

Luke Gosling MP provided a great deal of support for ChangeFest on the Hill and attended ChangeFest with NT Govt Minister Lauren Moss and Mr Joel Bowden. The ongoing challenge is for politicians to come and listen to community voices.

Heart helpers

Aware that the program contained sensitive issues and may trigger strong reactions, a team of heart-wearing supporters volunteered to be available during the event and were a welcome support for some participants. We will integrate this approach into future events.

Program

Palmerston Night Market, Friday 4th June

This is a well-loved weekly event in the Dry in Goyder Square. ChangeFest took a stall to talk to locals about the coming event and recruited a couple of eager locals.

Movie night, Sunday 6th June

A private screening of My Name is Gulpilil was hosted at Event Cinemas in The Gateway Shopping Centre in Palmerston. This was promoted to the local community via social media. 35 people attended

Connected Beginnings Gathering - Department of Education, Skills and Employment,

Monday 7th June For Connected Beginnings communities


First Nations Dinner, Monday 7th June

Kay Villaflor at Larrakia Family and Cultural Centre hosted a dinner for First Nations people to meet and gather ahead of ChangeFest.

ChangeFest Day 1, Tuesday 8th June

The registration process took longer than the allocated time and the event started approximately 40minutes late. Thankfully that time was made up over the course of the morning.

The first day was the most complicated day logistically and everything ran smoothly. The program offered an opportunity to hear from locals and set the agendas for the three days.



Trips to Gray Public School and drive by Dondale Detention Centre provided richer experiences in place. The evening event at Palmerston Swimming Centre offers a BBQ, a swim and Karaoke.

ChangeFest Day 2, Wednesday 9th June

Governance, Power and Leadership Hackathon (see separate report)

Evening of Entertainment in Goyder Square – this was an extraordinary cultural occasion featuring an incredible range of local First Nations artists, although many ChangeFest participants did not attend.

Artists included: Kathleen Mills, June Mills, Ray-Ray McKenzie, Darwin World Mix Band, Lena Kellie, Jahquavis and Queen Crystal from Territory Drag.

ChangeFest, Day 3, Thursday 10th June

The plenary for day 3 was held at Rydges Hotel and it was apparent that there was unfinished business from Day 2 and the program was rejigged to allow different groups more time. This particularly applied to the Juvenile Detention Hack and the Collective Impact Hack.

There was also a call for cultural safety and people expressed a need for a First Nations space.

The closing ceremony at Sanctuary Lakes featured a smoking ceremony by Aunty June and her family. It also featured an announcement by two local young women who had launched a support project for homeless young people in Palmerston.

ChangeFest ended with beachside drinks at Mindil Beach Markets. It gave visitors an opportunity to purchase gifts and experience a Darwin sunset, something Aunty June had particularly wanted for visitors to Darwin.

Online program

Due to the challenges of the in-person event. The online event was a scramble, with Moira Were stepping in to host the sessions. The livestream helped online participants feel connected to the event but there was no uptake for informal interaction with participants in Palmerston and not enough time or resources to create breakouts to interact with the live plenaries.

The recorded sessions are all on the ChangeFest YouTube channel.

<http://www.youtube.com/channel/UCmErJ4mHT9sNJ2FNsxEtQKw>

‘ChangeFest was great. Got to see Mark Yettica Paulson and meet his brother as well!! I was sweating it out though. Loved the opening, it was very cool. Met some great people but there was so much happening that I couldn’t get to everything I wanted to!! But very grateful for the opportunity to attend so thank you.’

Participant

10

Palmerston Deepening Connection to Place

Deepening connection to place through each event is at the heart of ChangeFest's purpose and vital to celebrating place-based change. Through developing the event with local hosts, community suppliers, council, police, and other services there are many opportunities to practice place-based principles.

Like Mount Druitt, Palmerston does not have a suitable available venue to convene 350-400 people.

Led by Palmerston Indigenous Network the ambition was to hold as much of the event on country and give visitors a sense of Palmerston.

Places used

- Event Cinemas – Palmerston Gateway (6th June)
- Larrakia Nation Family and Cultural Centre (First Nations only dinner, 7th June)
- Plenary sessions in Goyder Square
- Lunches at Palmerston Golf Club
- Breakout sessions across Palmerston Rec Centre
 - Rydges Hotel
 - Quest Hotel
 - Grow Well Live Well office
 - On a bus to Don Dale Youth Detention Centre
 - Gray School
 - Palmerston Golf Club
- Evening celebration at Palmerston Swimming Centre, Moulden
- Cultural Evening in Goyder Square
- Closing ceremony at Sanctuary Lakes
- Final evening event - Mindil Market

Challenges of the multi-site event

- No Elders/ First Nations only space – this was a challenge because there was no hub and people needed to travel across Palmerston to the various sites. After discussing it at length with PIN and other local hosts, we couldn't identify a way to provide this space. It was missed.
- Challenge of not having a 'home base' hub for the event for all – no 'settling in', constantly traveling.
- No childcare – because the event was constantly moving. This was a major failing at a local level as some parents could not participate
- Sun – it was hot in Goyder Square, there was not enough shade, thanks to NT Education for additional tents.
- Plenary sessions in public – Immersed in community, appropriate use of public square, advocacy for the work and First Nations leadership, providing food and drink for the local First Nations homeless community.

“Breakout rooms felt too short, we were having 2 - 5 min breakouts and it usually took 1 min to get introductions out of the way and discuss what we actually needed to do before we really got into the conversation.”

CFI evaluation officer



11

Event Management & Logistics

Production management

James Emery, Creative Producer and Event Manager at Drag Territory came on board as Production Manager. Due to other work commitments he could only work for the 10 days leading to the event. This meant that a lot of work was concentrated into that period.

Associate Producers and support

Despite many attempts we could not find the additional local administrative, event management or marketing support needed to deliver ChangeFest21 Palmerston. This put more pressure on Pippa as the Producer.

Philamena McKenzie, Bindi Isis and Rachel Goldlust provided support in the final days leading to ChangeFest and across the event.

Sandra Christie – Figure Flow was appointed to provide bookkeeping services, managed by Heidi Jasprizza, Operations and Finance Manager at Collaboration for Impact.

Joyce Teo supported again as freelance support from Melbourne

The online team was led by Moira Were with Michelle Wigg, Gabby Shaw and Sarah Tam-Perez – all from CFI - supporting different sessions.

Hotels and transport

Palmerston did not have enough accommodation. Busyness in Darwin raised challenges for visitors to find accommodation in the weeks leading to the event. The lockdown in Victoria in June caused cancellations that helped last minute interstate visitors.

Buslink provided transport across the event including a morning bus to bring visitors who needed to stay in central Darwin. This was successful and there was only one occasion when participants couldn't find a bus at the Gray School. There were also mid-event changes to where buses could park adjacent to Goyder Square. This was communicated to participants and seemed to run smoothly.

It was a pleasure to be able to assist. Our drivers only had nice things to say, and tried to be as flexible as they could with the changes and were happy for the safer move of the pickup/ drop off area in Goyder Square. I am thankful for all our staff who can cope with changes, as well as the assistance given by your team on the day. As that helped our drivers, I hope that the event was a success. Bob Jenkins, Buslink

Metro Cars provided mini buses so that Elders could be transported separately. The ChangeFest team and conveners also helped transport Elders and visitors to help the event run smoothly.

Volunteers

Kathryn Bannister arranged Red Cross volunteers as in-kind support for ChangeFest.

Serena Dalton from PIN managed them. This was arranged last minute.

Thanks to local suppliers

Kik Digital provided technical support across the event and live streaming.

Territory Events provided most of the infrastructure. The NT Dept of Education provided extra shade after Day 1 when it was apparent that we hadn't provided sufficient shade.

Dee Catering provided morning teas in Goyder Square

On the Move Catering provided the BBQ at Palmerston Swimming Centre

Yula Williams provided catering for First Nations dinner and the evening of Entertainment in Goyder Square

“A woman I met expressed a strong need for Elders speaking with the government and sharing their ideas – this is really happening well in Palmerston.”

CFI network member

Producing Challenges

COVID 19

- The crisis of 2020 that keeps going – impacting different places in different ways – dynamic, existential crisis
- NT vigorously promoting herself to the rest of Australia so overrun with visitors
- NT too busy and hard for ChangeFest to get traction
- Victoria in lockdown & Victorians unable to attend
- Ongoing uncertainty, negative impact on communities, even harder to find space for strategic long-term thinking when every day is more pivoting than ever

Balancing local and national agendas

- This tension is at the heart of place-based work, not fully explored in ChangeFest21 Palmerston
- Rapidly moving sector and need to reframe. Throughout Covid – state and federal controls are more apparent and have greater authority
- Growing national disadvantage – what does this mean for established place-based initiatives
- Growing international disadvantage and gauging the impact on Australian communities

ChangeFest on the Road and ChangeFest on the Hill

- Deepened connections and progressed work at a local level with connections into ChangeFest21 Palmerston through the Tasmanian Watch Party in Hobart (connected through the Clarence Plains event), Aunty Dierdre Curry (connected through the Murwillumbah event).
- Learnings could have been better integrated into the program.

12

Communication & Engagement

Approach

There was not a dedicated communications and marketing team for ChangeFest21 Palmerston. Catherine Philips and Moira Were helped Pippa Bailey manage this aspect of the event. A messaging plan was developed and loosely adhered to, juggled with other aspects of event management. The follow up has been more consistent than for previous ChangeFest events.

Connections & networks

Local networks were activated through Palmerston Indigenous Network. Connected Beginnings hosted a meeting of their sites on Monday 7th June. Many stayed for ChangeFest.

www.changefest.com.au

The website has continued to be developed to reflect all of the ChangeFest events.

Communication during the event - Lessons

The multi-site event presented even more challenges for communicating across the event. Social Media played a key role.

Social Media and direct mail

Direct Mail and social media were used in the lead up to the event and social media played a strong role during the event.

A WhatsApp group helped internal communication across the event.



Megan Jack

Just picked Deidre Currie up from her flight home to east coast. She is a 'Changed' woman ! lol. She was just 'bubbling' with energy! Thank you for inviting her to attend Changefest NT 21.

Love · Reply · Message · 1 w



...

Public Relations – Formal media

Despite best efforts and approaches to more than 6 local PR firms there was no one available to support ChangeFest21 Palmerston.

Media coverage was greater than ChangeFest19 Mt Druitt and included:

- ABC Darwin News item on 8th June that covered the Welcome to Country. Pippa Bailey and Romana Paulson were both interviewed but only Pippa's was included in the news item. The reporter has been contacted to highlight this as a problem.
- ABC Darwin Radio interview with Pippa Bailey and Serena Dalton representing PIN
- Pro-Bono interview with Pippa Bailey and Serena Dalton representing PIN; <https://probonoaustralia.com.au/news/2021/06/creating-and-celebrating-change-at-the-local-level/>

A data driven field

Data was not a strong emphasis in the ChangeFest21 Palmerston program, partly due to the growing emphasis on First Nations leadership and the need to balance quantifiable outcomes with intangible values of people and place. This will be a source of ongoing reflection and revisited for ChangeFest22.

The First Nations led evaluation process is working with usual 'data' from surveys and also anecdotally shared stories, recorded interviews, photographs, commissioned artworks and conversations with Elders.

How do we then interface with those slow moving – some are agile and others slow? For this to stick, we need to use data, measure and legitimise the work we are doing.

National community connection group discussion



Contributing to a movement of Changemakers

Ambitions to build a movement of place based social change is embedded in the success stories evident in the work and celebrated during ChangeFest. The values and principles underlying this ambition are echoed in growing demand for greater equity in Australian Society.

Following ChangeFest21 Palmerston there are plans to grow the number of communities engaging in place-based work and look beyond existing networks for new alignments and partners.

Communication Lessons from ChangeFest19 remain relevant

- Future communication plans need to consider two specifically different audiences, the existing field of communities and practitioners engaged in place-based work and all those who are not familiar with this world of work.

- It would have been beneficial to have better promoted the twitter handle and Instagram account prior to and during the event
- The role of mainstream media and PR needs exploring with a strategic approach and a longer lead time for developing appropriate relationships.
- Sponsors and supporters could be better utilised to help promote ChangeFest with dedicated staff time and a more developed plan

There is growing interest in stories created collaboratively with communities with emphasis on finding new forms and distribution platforms to reflect and share this work.

13

Resources

Time

ChangeFest operates on at least two speeds. There is the fast paced rhythm leading to and including the event, the energy of disruption and gathering so many people and resources in one place. The other pace is slower across layers of time and place, building relationships and trust.

COVID-19 continued to create strong disruptions. Despite a longer lead time, time was short and raises challenges of working remotely and working in communities where 'last minute' is a feature of working in under-resourced and challenging circumstances.

The late confirmation of the program adversely impacted participants who could not make timely decisions or get approval to attend. This also increased the cost of flights and accommodation for some participants.

How money flows

The ChangeFest21 Palmerston budget was based on the ChangeFest19 Mt Druitt budget with some significant changes including support for First Nation Elders and more local community members to attend. The percentage of income from participants was adjusted from 50% to 35%, adjusted in response to the ongoing financial impact of Covid-19. The budget was initially drawn to produce a multi-site event and was redrawn several times.

Setting registration prices

Registration prices were reset due to rising financial challenges in communities due to COVID.

Prices ranged from \$50 - \$1200 + GST. The most significant change from ChangeFest19 was lowering the citizen price and lowering the target from ticket sales and holding 120 free places for locals.

5 people bought pay-it-forward tickets to enable citizens to attend. Huge thanks to them.

Fundraising

Fundraising was undertaken by Co-director Pippa Bailey with Kerry Graham at CFI. Special thanks to the Red Cross and FRRR who auspiced some of these funds.

Following the pattern of ChangeFest19, 30% of sponsorship was confirmed in the final 6 weeks leading to the event. Following ChangeFest21 Palmerston a longer term fundraising plan will be developed.

Registrations followed a similar pattern to the two previous national ChangeFest events with a steady stream of registrations from when they were launched in March with a spike at the end of May just two weeks before the event.

Budget management and surplus

ChangeFest21 Palmerston cost approximately \$320,000

25% was spent on First Nations suppliers and services. This is less than the 30% target due to lack of availability of First Nations services. E.G. Catering

Due to so many changing plans and last minute cancellations there is a budget surplus from ChangeFest21 Palmerston. This will be paid forward to enable NT Elders and hosts to travel to ChangeFest22.

The ambition is to keep the infrastructure lean and nimble so we can have healthy targets for local spend focused on local improvement and not disproportionately resourced.

Citizen scholarships

This was a new initiative for fundraising and the new target of 100 scholarships was met. 123 citizens were offered free places.

Environmental sustainability

Listening to and looking after place for future generations is embedded in the offer of place-based community led change. ChangeFest shapes each event in place through a process with local people that follows the lead of First Nations people. Care for Country is always on the agenda.

Covid 19 is a predicted symptom of the Ecological Emergency and has had a profound impact on ChangeFest21 Palmerston. The IPCC report released on Monday 9th August gave a chilling reminder of how little time humans have to change our behaviour and cites various instances of how fast-vanishing indigenous knowledge is an important tool to mitigate the climate crisis.

For communities under pressure, the Climate Emergency is rarely top of their list and we learnt

this again at ChangeFest21 Palmerston. Yet it is the greatest threat to all communities, the fastest driver of disadvantage and those already suffering are likely to be the hardest hit.

In Palmerston, the team failed to influence suppliers, especially caterers so Climate Action was not evident. The team has fed back to all of the venues about the need for more sustainable approaches.

ChangeFest has estimated the carbon used for travel to ChangeFest21 Palmerston and offset flights for 173 visiting participants and 100,000km of car travel. Working with the Aboriginal Carbon Foundation based in Alice Springs, we have offset 282 tons of carbon.



15

Is anyone better off?

Local Legacy

- A letter was drafted to the Attorney General
- A national group of allies from the youth justice sessions (waiting to be activated)
- Local young people's initiative to provide care packages for homeless young people in Palmerston, announced at ChangeFest and supported by Uncle Tony Lee
- There are anecdotal reports that PIN grew in confidence and sense of agency during ChangeFest21 Palmerston. This is being developed in the longer evaluated process.

Community Leadership

- A self-organised group of community leaders are meeting regularly, presented at ChangeFest21 Palmerston and are shaping a revisit of the Power Governance and Leadership hackathon before ChangeFest22.
- Galiwinku Leaders played a key role in feeding back about the ChangeFest21 Palmerston program and presented at the Collective Impact Hack during ChangeFest.
- Following ChangeFest21 Palmerston a group of First Nations people are meeting to further self-determination agendas in the social services workforce.

National Legacy

- Learn from the First Nations led evaluation process as a significant reflection on the purpose and legacy of ChangeFest to learn how First Nations leadership and 'walking together' can be developed and amplified.
- Develop plans for action and areas of responsibility amongst conveners for future ChangeFest events – deepening what the get and the give is for each organisation.

- Develop mechanisms to track how communities are taking learnings from ChangeFest into their contexts, including climate action.
- Continue developing ChangeFest 'On the Road', local events in partnership with communities, helping to shape ChangeFest's purpose, and learn how these events create readiness for change.

What will it take to put on future ChangeFests?

- Deepen practice of shared leadership between Indigenous and non-Indigenous people at every level of organisation.
- Deepen the focus on learning at ChangeFest and creating a safe space to learn and share.
- Explore how to privilege First Nations interconnected perspectives in focus on systems change.
- Identify what ChangeFest can do to support transfer of power and resources to First Nations people and community led groups.
- Deepen ChangeFest's focus on diversity so the three stories of Australia are fairly represented, and racism is tackled from a range of cultural perspectives.
- Deepen Climate Action, with Sustainable Development Goals and Just Transition agendas integrated into strategic event planning.
- Develop new strategies to hold the tensions and privilege community voices in sessions.
- Continue to disrupt expectations and explore new ways to innovate so that each event develops the field.
- Local buy-in – the invitation to have ChangeFest deeply connected to the host community is intrinsic to its success.

- Articulate clear plans that define areas of responsibility, draw out local character and local approaches to shape the form and purpose of the event
- Develop long term strategic planning so that rapid and deliberate action needed to deliver each event sits within a wider framework with clear values to build the movement and make connection to other actors in systems change
- Embed the evaluation process and post event meeting schedule in the event plan
- Focus on balancing needs and perspectives of existing place-based initiatives with new approaches and needs within a rapidly developing global systems change agenda.
- Embed creativity, artistic practice across the event
- Improve planning and integration of speakers, facilitators and local hosts.
- Engage young people in the planning process and create better opportunities for them to direct the agenda and engage. Link them to Elders.



16

Ongoing Evaluation

There is an ongoing First Nations led evaluation process for ChangeFest, led by Skye Trudgett from Kowa. This is expected to continue until November 2021, as progress has been slowed due to Covid 19 outbreaks and lockdowns. We have benefited from a slower process so Elders and First Nations community can gather and reflect.

Loving reading the things that people are sharing and what is coming out, makes me even sadder that I actually missed ChangeFest. There are 2 things which I thought would be fun to share:

The Uluru Statement is strongly reflected up across many parts of the evidence, people loved the process: “very impactful process relating to Uluru Statement from the heart...” And appeared to be leaving reflecting on how they enshrine the Uluru Statement across all aspects of their work and practice.

A lot of reflection on Deep Collaboration, a lot of interest in knowing more: “Really got a lot out of the ‘dance’ (deep collaboration). Would have liked to have stayed with that, unpacked new dance moves. Also, what came up from the floor was youth voice but there was no room in the agenda to follow up on that. Better to spend more time on things and not rush through. Also, have workshops that intentionally include all (including those who are not working in a community) to go deeper together and pull all the knowledge, expertise and experience together.” - perhaps there is a calling for building readiness through DC for attendees? And readiness through DCFI for facilitators?

Skye Trudgett

A review process from the first 3 ChangeFest events will inform longer term planning.



17

ChangeFest22 Tasmania

Lessons from ChangeFest21 Palmerston will be incorporated into plans for ChangeFest22 that will be hosted in George Town, Tasmania. The development of this event will be informed by the many lessons from ChangeFest21 Palmerston.

Thanks to everyone for your passion and interest.

Appendices



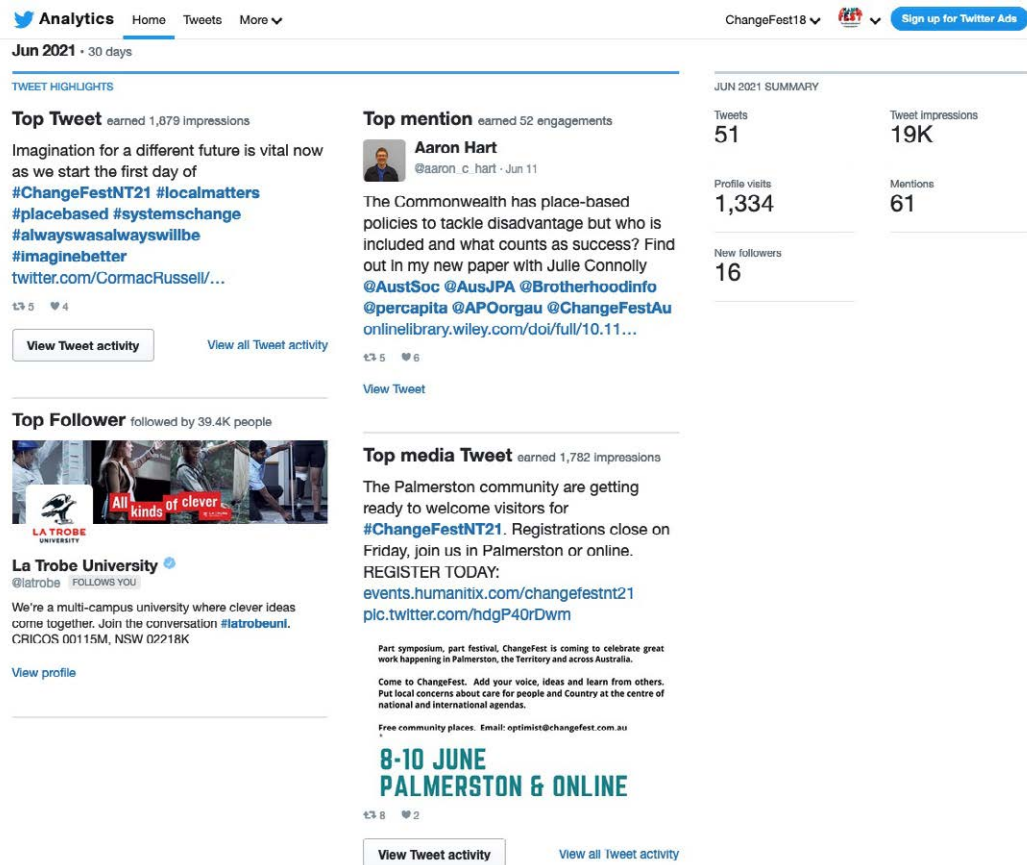
Appendix 1

Community Carbon Credits - Aboriginal Carbon Foundation



Appendix 2

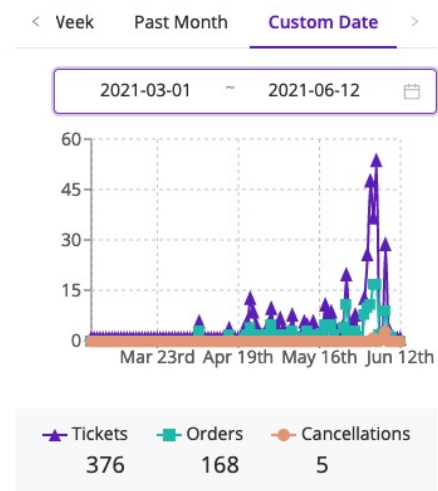
Twitter analytics



Appendix 3

Humanitix orders chart

Historical orders chart













































Appendix 4

Facebook analytics June, July, August

10/06/2021 09:34		ChangeFest Plenary at Rydges			313		76 30		
10/06/2021 09:08		Please share the connections you have			225		2 8		
10/06/2021 08:17		Day 3 kicks off with the opening plenary at 9am			326		14 14		
09/06/2021 20:36		Day Two Wrap Up! - https://mailchi.mp			643		46 62		
09/06/2021 13:41		It's been a big morning. If you want to debrief and			305		6 12		
09/06/2021 12:17		Online?? Join us for the money hack with the Uluru			228		18 6		
09/06/2021 12:14		Day Two in Goyder Square and a big thank			1.7K		92 68		
09/06/2021 10:23		The sun is shining for Day Two of #ChangeFestNT21			170		1 3		
09/06/2021 09:32		Live from Goyder Square, Palmerston Northern			402		45 20		
09/06/2021 09:28		Plenary session starting soon. Live streaming			152		3 1		
08/06/2021 21:58		Citizens jury coming to Palmerston - making news			240		20 5		
08/06/2021 20:55		Day One Wrap Up! - https://mailchi.mp			517		58 24		
08/06/2021 14:59		#ChangeFestNT21 Day One breakout sessions -			465		58 30		
08/06/2021 11:56		Could it be a more beautiful day on Larrakia			1.3K		233 106		
08/06/2021 11:05		Garramilla Dancers lead us into the smoking			638		50 53		
08/06/2021 10:25		Live from Goyder Square, Palmerston Northern			1.6K		240 115		
08/06/2021 09:54		About to start! Streaming on You Tube			176		14 3		

Appendix 4 Facebook analytics

June, July, August

All posts published							Create Post
Reach: Organic/Paid Post clicks Reactions, comments & shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
16/08/2021 13:52	 https://changeifest.com.au/creating-the-botanically-			12	0 0	Boost post	
04/08/2021 22:43	 Sabrina Davis is feeling transformed by			2.7K	342 154	View Promotion	
31/07/2021 08:39	 Reflecting on #changefestnt21 and			242	6 7	Boost post	
26/07/2021 10:27	 Some reflections on Movement Building at			1K	39 15	View Promotion	
12/07/2021 20:58	 ChangeFest On The Rug https://changeifest.com.au			155	8 1	Boost post	
11/07/2021 18:23	 Did you catch one of our guests at ChangeFest			133	2 4	Boost post	
11/07/2021 16:12	 What a wonderful way to end #NAIDOCWeek2021			111	2 7	Boost post	
27/06/2021 11:49	 The Action Crew in Sorrell, Tasmania did everything			1.2K	52 18	View Promotion	
25/06/2021 13:27	 Did you attend ChangeFestNT21? If so			256	14 11	Boost post	
10/06/2021 19:16	 Day 3 Wrap Up! - https://mailchi.mp			322	21 15	Boost post	
10/06/2021 16:04	 Happening now Day 3 smoking and closing			847	49 59	Boost post	
10/06/2021 15:49	 ChangeFest was live — feeling thankful at			299	55 30	Boost post	
10/06/2021 15:47	 Having a short break in the live streaming back.in			166	0 3	Boost post	
10/06/2021 15:06	 ChangeFest was live — feeling thankful at			511	38 12	Boost post	



CHANGE FEST

PARR SPORT EDUCATION · PARR SPORT EDUCATION · PARR SPORT E







The national celebration of place-based change

changefest.com.au

