

SATURDAY

SUNDAY

Time	Room 1	Room 2	Room 3	Room 4
8:30	Registration			
9:00	Introduction & Welcome			
9:30	All Groups Reviews			
10:00	Karen Skinner Campaign Director - CHANGE.org 'The disruptive force of online organising' Using online petitions and mobilisation to win change		Emma Hurst Animal Liberation - NSW 'The power of sentiment' How to capture people's attention and move them into action	Louise Bonomi Diamond Valley Wildlife Shelter 'Saving Lives, one pouch at a time' Educating on finding injured native animals. *May contain graphic images/video*
11:00	Morning Tea			
11:15	Chelsea Collins Vegan 101 'A little outreach goes a long way' Chelsea will discuss the multiplier effect of outreach, and how we can each have an exponential impact with a little spare time Guest speaker - Victor Sjodin Vegan Outreach USA (Teleconferenced)		Daniel Beecher (Principal Solicitor) & David Ristrom (Barrister) 'Legal Aspects of Animal Activism' An informative thought provoking discussion on how activists can prepare for legal encounters with the legal system	Ward Young & Roy Taylor Experienced Campaign Organisers 'Building a Functional Website & Campaign Newsletter'
12:15	Josh Harper Founder - The Talon Conspiracy History of the Anti-Vivisection Movement (Teleconferenced)	AA Executive Campaign Review Reports i. Companion Animals ii. Wildlife iii. Animals in Sport and Entertainment iv. Introduced Wild Animals v. Animal Ethics in Education vi. Animals in Research	Bruce Poon & Steve Garlick Animal Justice Party (AJP) 'Philosophy and Progress' An overview of the parties approach to the election and politics generally, the results it achieved and progress in its mission	Simon Oxwell IT Specialist 'Maybe You Shouldn't Post That On Facebook' Issues around online privacy and security in the context of animal advocacy
13:15	Lunch			
14:00	AA Executive Campaign Reports continued... vii. Animals and the Law (Daniel Beecher) viii. Farm Animals 2.20 Animals Australia Staff Presentations a) Lisa Chalk (Communications Director) b) Karen Nilsen (Creative Director)	Claire Fryer PETA - Asia Pacific 'Demos any individual can do!' Efficient strategies in making your demo get the message out in the most effective way possible	Paul Mahony Terrastendo 'Omissions of Emissions: Livestock and the Climate Crisis' Paul discusses the crisis of climate change & the unreported impact of animal agriculture	Student Round Table Effective Campus Activism The Student Roundtable session is an opportunity for student activists and groups to meet up, network and chat about their student activist endeavors
15:00	Animals Australia Presents 'Advertising changes as the world spins' Lorraine Jokovic, CEO of LOUD (leading advertising agency, strategic and creative partners for Animals Australia's SaveBabe, Make It Possible and other awareness campaigns)	Craig Binnie Ex-Herald Sun Journalist 'Preparing Press Releases & Dealing with the media' Write the perfect press release and maximise your media exposure	Sue Pennicuik Greens Victoria 'Using Political Processes' Strengthening laws to protect Animals and utilise parliamentary activities to raise animal welfare issues	
15:45	Afternoon Tea			
16:00	Clare Mann Communicate31 'Communicating Animal Social Justice' Clare Mann, psychologist and co-founder of the Animal Effect Platform, shares a valuable model to effectively frame every difficult conversation about animal social justice	Nicola Paris CounterAct 'Civil disobedience - taking action for animals' A discussion and interactive workshop will introduce some campaigns that have successfully used nonviolent direct action in Australia	Kathleen Chapman Save Darebin Pets Campaigning to saving the lives of companion animals in your community	
16:45			Paul Mahony & Karina Leung Melbourne Pig Save 'Making the connection' Campaigning approach & history of Melbourne Pig Save	
17:30	Event Finish - Please vacate the building by 18:00			

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9:00	Introduction & Welcome			
9:30		Jessica Ison The Institute for Critical Animal Studies Tactics for creating liberation groups that promote non-hierarchical, collaborative and anti-oppressive collective struggle	Rana Hales Caroline Springs Animal Welfare Network 'How to establish a grassroots group' Learn how to locate innovative sources of funding, the importance of community development and networking	Lee Coates Cruelty Free Super 'Superfunds, Banks and Animal Exploitation' How to stop your money being used by the financial system to finance activities you do not support
10:00	Zoe Weil Institute for Humane Education 'Humane Education for a Humane World' Building a more humane society through the power of education (Teleconferenced)	Dr. Siobhan O'Sullivan School of Social and Political Sciences 'Seeing is Believing: Nonhuman Animals and Liberal Democracies' Uncovering the link between the invisibility of animal suffering and weak animal welfare laws	Douglas Leith Australian Anti-Vivisection Activists 'Vivisection: let's expose this crime' The failure of vivisection to benefit humans and the harm it causes to humans, non-human animals and the earth	Greg McFarlane Vegan Australia 'A Systems Advocacy Approach to Promoting Veganism' How we can reduce the barriers that prevent many people from being vegan
11:00	Morning Tea			
11:15	Josephine Bellacomo Move the Message 'Moving your message with Power & Clarity' Practical, winning techniques to help you quickly and easily begin to organise a clear, persuasive, results-oriented message (Teleconferenced)	Lawrence Pope Victorian Advocates for Animals 'Bats, Blokes, Bunnings and what really matters' Campaigns to highlight the way our culture has, and has not, changed in relation to the treatment of other species	Elio Celotto Coalition for the Protection of Racehorses 'The Racing Industry, behind the glamour' An insight into the lives of racehorses before, during and after racing	April Broadbent Griffith Organised Debating Society 'Persuasive Engagement' Approach persuasive reasoning in a way that gets people engaged and interested in hearing what you have to say
12:15	Bruce Friedrich Farm Sanctuary 'Effective Advocacy: Stealing from the Corporate Playbook' How activists can improve their effectiveness by working for animals like business executives work to make money (Teleconferenced)	Clare McCausland University of Melbourne 'Moral Philosophy and Animal Protection' Refresh your understanding of the philosophy underpinning key ideas in animal activism such as reducing suffering and exploitation	Anastasia Smietanka Barristers Animal Welfare Panel 'Strategic litigation - the way forward for the animal law movement' Strategic litigation as opposed to traditional prosecutions under anti-cruelty statutes	Natasha & Luca LoveTruthJoy.com 'The World Peace Diet - Leaving and Returning Home' Accredited facilitators of the best selling book "The World Peace Diet" by Dr. Will Tuttle, discuss the book in the context of effective animal activism
13:15	Lunch			
14:00	Nick Cooney Farm Sanctuary 'The Science of Animal Advocacy' What psychology and research can teach us about persuading the public (Teleconferenced)	Panel Discussion - Dealing with Conflict & Resoluton Speakers: Ward Young (Coalition for the Protection of Racehorses), Glenys Oogjes (Animals Australia CEO), Greg McFarlane (Vegan Australia) Chaired by Angela Pollard An experienced panel will discuss how we can overcome conflict in the animal rights movement	Patty Mark, Felicity Andersen and Lefti Pavlidis Animal Liberation - VIC 'The Importance of Abolition' An overview of the organisation and how their journey started in 1978 to 'ban the battery cage' to now working within an abolitionist framework	Natasha Reus Edgars Mission 'An overview of Edgars Mission' A not for profit sanctuary for over 300 rescued farmed animals
15:00	Emmanuel Giuffre Voiceless 'Building the movement – 5 ways to push the legal envelope' Various ways that lawyers can engage in and help build the animal protection movement		Philip Hall Animal Liberation - NSW 'Teaching Compassion - What We Can Learn From Luiz & Evie' The built-in capacity for empathy and reason in children	Alice Wilkin Bluefin Action 'How to get rich sending a species into extinction: Bluefin in our own backyard' The plight of the Southern Bluefin Tuna and the Australian fishing industry
15:45	Afternoon Tea			
16:00	Ron Prasad Melbourne Activist '5 Keys To Empowerment and Energy in Animal Activism' Learn some basic, yet effective strategies to stay focused, and act with purpose and passion for the animals	Lisa Green Australian Animal Ethics in Education Institute 'Animals, Young People and Education' Different methods for engaging young people about animal issues through formal and informal education	Christina Louise Rural Vegans 'Isolated Activists' An insight into rural people who believe in animal rights	AAF 2014 Planning (Please attend if you wish to volunteer in 2014)
17:00	Wrap-up Meeting			
17:30	Event Finish - Please vacate the building by 18:00			