

QUEENSLAND LEADERSHIP 2012-13

“CHALLENGE YOURSELF. CHANGE YOUR WORLD.”

FEATURES

Queensland Leadership stands out as one of the most unusual and ‘hard-hitting’ leadership development programs in Australia today:

- Its aim is to help create leaders with the ability to deliver real progress on some of the Queensland’s toughest social and environmental problems and is targeted at leaders who are motivated to make a difference in the world.
- It brings leaders together from the business, the public service and the not-for-profit worlds to foster better understanding of difference and develop cross-sector partnering skills to facilitate systemic change.
- It both provides highly sophisticated leadership skills development and fosters deeply ethical leadership by combining a powerful Harvard approach to leadership—‘Adaptive Leadership’—with exposure to a range of social issues.
- It does not shy from the complexity of ‘wicked’ problems: involving no classrooms, textbooks, ‘right answers’ or ‘quick fixes’, Queensland Leadership is taught hands-on, in ‘real time’, in the ‘real world’—offering a transformational learning experience with lasting impact for individuals and the organisations and communities they work in.
- It has proven success in developing the ability to lead in challenging and uncertain environments, work across difference and deliver social impacts. (As shown by an independent evaluation conducted by The Miller Group in 2011).
- It is changing the way Queenslanders are doing business, delivering services and working with the community (see story examples, below).

FACTS & STATS

- Since 1999 over 400 leaders from business, government and not-for-profit organisations have participated in either Queensland Leadership or Sydney Leadership—Social Leadership Australia’s flagship year-long leadership programs.
- The program attracts a diverse range of participants and organisations, from small not-for-profits to government and Top 100 companies.

Organisations involved in the 2011-12 program include:

- BHP Billiton
- Department of Human Services
- Gladstone Industry Leadership Group
- Healthy Waterways
- Lend Lease
- National Australia Bank
- Queensland Public Sector Union
- Queensland Health
- Queensland Police Service
- The House With No Steps
- Westpac

[Full list of organisations here.](#)

- Places are offered to up to 30 participants a year. Selection is competitive. Regional and rural participants are encouraged to apply.

- There are 17 program days over nine months, starting 19 September 2012 and ending on 14 June 2013. Additional work is done in small groups in between program days.
- The program includes retreats in Canberra and rural Queensland, as well as visits to marginal communities (which in the past has included prisons, schools, aged care facilities, refugee support services, migrant communities, construction sites, community centres and public housing estates).
- The cost of the program is \$16 000 +GST, with sponsors supporting a number of scholarships each year.
- The program is run by Social Leadership Australia, the leadership development centre at The Benevolent Society, a non-religious, non-profit organisation with a 200 year-long history of action on social issues. Social Leadership Australia started as a single program for 30 people in 1999 and in 13 years has developed into a thriving centre teaching more than 600 leaders from business, government and community organisations a year. Its purpose is to shift the thinking and practice of leadership in Australia for lasting social impact.

STORIES FROM PROGRAM GRADUATES

- **NATHAN JOHNSTON, Executive Officer, Fitzroy Partnership for River Health**
Brokered the partnership between 26 organisations—from mining companies to agricultural groups, many competing over limited land—in a ground-breaking initiative to safeguard the quality of water flowing into the Great Barrier Reef. [The February 2012 launch by Environment Minister Vicki Darling was covered by News Limited.](#)
- **JENNIFER CULLEN, CEO, Synapse (formerly The Brain Injury Association of Queensland)**
Pioneered an innovative assisted accommodation facility for Indigenous clients in Cairns which was recently awarded a \$4.5m contract for its development, [announced by Parliamentary Secretary for Disability and Carers Senator Jan McLucas](#) in April 2012.
- **STEPHEN ROCHE, Executive Director, Shine Lawyers**
As the head of one of Australia's largest compensation and personal injury law firms, Stephen's recent work includes assisting people affected by insurance in the wake of cyclone Yasi and the Queensland floods, taking part in the Christmas Island asylum seeker drowning inquest and publishing a book on a groundbreaking prosecution he led against child abuse perpetrators in the private schooling system, [Don't Tell.](#)
- **BRUCE GRAYDON, Queensland State Manager SupportLink, Co-Director, SupportLink International**
Moved from Queensland Police after 25 years as a senior inspector of child abuse, to establish a one-stop-shop referral service for 'at risk' families, processing 9000 referrals within the first nine months in partnership with the Police Service. His powerful and inspiring story is [here](#).

TESTIMONIALS

"Without a doubt the best post-graduate program that I've ever attended. I got enormous value out of my MBA but this was much deeper learning."

—Rod Douglas, MBA, CEO SuccesSystems; National Vice-President, Greening Australia.

"Queensland Leadership really exposed the role I was playing, particularly in the social and political gap between rural and urban communities. Now I'm working in different ways to stimulate long lasting change."

—Karen Brook, founder of Charleville-based rural events company Karen Brook Studios.

Karen has featured in RM Williams Outback magazine and appeared in interviews on ABC Radio.

“This was undoubtedly one of the greatest experiences of my life—challenging, inspiring, thought-provoking and enjoyable. Unlike many MBAs or other programs, this program really ‘stays’ with you. It’s truly in a class of its own.”

—Karen Heck, MBA, BComm, Executive Director, The Heck Group

“I joined Queensland Leadership looking for ways to expand my participation in the community, and I have come out with a whole lot more. ‘Leadership’ is something most corporations’ senior management have been ‘programmed’ with over many years but Queensland Leadership gave a whole new meaning to the word.”

—Cosi De Angelis, Head of Commercial Broker, ANZ

CURRENT CONTEXT

Queensland Leadership develops the cross-sectoral leadership capability to make progress on complex issues involving multiple, diverse stakeholders with rival agendas.

Live examples in Queensland today include the competing interests of:

- tourism/economic growth and environmental sustainability
- coal seam gas mining companies and agricultural land-owners
- big mining projects with ‘fly-in fly-out’ workers and the long-term wellbeing of regional communities, including Indigenous communities.

In 2012, as businesses move beyond the often tokenistic notion of ‘corporate social responsibility’ to recognise their social contribution as something central to their very purpose¹, the Social Leadership Australia approach is increasingly being recognised as delivering the ideal leadership skill-set for the 21st century: leadership which

- is purposeful and aware
- engages with the true complexity of social issues
- facilitates collaboration across differences and the involvement of minority ‘voices’
- develops high order skills to lead through change, adaption and innovation.

This is not something that can be taught in a university or business school but needs to be taught ‘hands-on’, in the ‘real world’ in a model which places social purpose at its core.

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¹ This trend is indicated by recent publications such as (i) the *Harvard Business Review* article, [‘Creating Shared Value’](#) (2011) which explores the declining legitimacy of big business as the result of the mistaken belief that there needs to be a trade-off between economic efficiency and social progress, and which proposes a change in mind-set that sees economic value being created in a way that also creates value for society as a whole and tips ‘shared value’ to be the next driver of economic growth; and (ii) a [Deloitte survey](#) released at the World Economic Forum (February 2012) which shows more than 3 in 4 business leaders believe that as well as profits, the value of a company should be measured by the positive contribution it makes to society.