



## New logo gives Minda a facelift

Spring 2009

### Inside this issue

From the President	2
Harry Potter Movie Day	3
From the CEO	4
Staff recognition morning tea	5
Open Mind Seminars	6-7
Win at the Minda Golf Day	8



After six months of consultation, Minda has a new logo. The new logo has been designed to be graphically representative of Minda's core values of inclusion, respect and choice.

As an organisation, your identity is an extension of your business that communicates visually, through appearance and emotionally, through symbolism.

#### Why was the logo reviewed?

Some months ago, research was undertaken that looked at the name and logo (identity) of Minda. Whilst this research indicated that the organisation should retain its name, it did highlight the need to investigate some new conceptual logos that are more representative and reflective of the values associated with Minda in the 21st Century.

The new logo is also representative of Minda's vision and values. The new Minda logo has two corporate colours, consisting of green and blue.

Inspiration for the colours of the new logo was derived from Minda's origins, with green representing the hills at Craighburn Farm, while blue represents the ocean at Minda's Brighton campus.

The use of these colours presents a positive, modern and contemporary look that will be suitable for years to come and exemplifies a progressive organisation.

The new logo will be progressively rolled out across Minda during the next six months. As a not-for-profit organisation, we will be transitioning to the new logo over this period to reduce wastage and use up supplies of pre-printed materials.

The launch of the new logo is an exciting time for Minda. Keep a look out for the new logo as it is rolled out across the organisation.



**Roy Arnold**  
President

**As we approach the end of my term as President, I would like to take this opportunity to reflect on where Minda is now and where we are headed in the future.**

## From the President

Obviously central to the future of Minda is the Master Plan blueprint for the Brighton campus.

I stated at last year's Annual General Meeting that we would not rush the Master Plan process and that the philosophy on which the Plan is based is more important than the bricks and mortar - that the end result will be the best outcome for the individuals whom Minda supports.

The blueprint of the Master Plan will be presented to the Board in late September, for it's consideration.

Indeed, the process has been thorough and comprehensive, with some additional time required whilst we examined Minda's service delivery model in the light of the Board's commitment to the principles of the United Nations Convention on the Rights of Persons with Disabilities.

The process of work on the Master Plan has been protracted, but I make no apology for this, because for the two years we have been engaged in this project there has been substantial changes in the external environment, both economically and philosophically and the internal environment in Board and Management.

Further details of the delivery of the Master Plan will be presented at a special Association meeting scheduled for the 27th October, at Minda Brighton campus.

Here, I would also like to repeat earlier commitments that no individual will be relocated from the campus unless they chose to do so, and families agree. For the duration of this process, and beyond, individuals we support are the first priority and we are committed to providing not

just choices but individual involvement in determining lifestyle options.

Not only do we have a special Association meeting in the near future, but Minda's Annual General Meeting, scheduled for Sunday 22nd November, is drawing closer. I would encourage as many people as possible to demonstrate their commitment and support to Minda by participating and expressing your point of view.

Not only is it your opportunity to have input into the governance of the organisation, but you will also hear a full summary of the financial year's report, as well as details of the successes and issues during that time period. I encourage you all to come along and hear, in person, about the work we do and the plans the Board have for the future.

It is not necessary to be a member of the Association to attend the meeting; however, only financial Association Members have the privilege of lodging a vote on those crucial issues for the future of those with intellectual disability.

As we approach the AGM, my tenure as President draws to conclusion. I, along with the Minda Board, will ensure that an appropriate succession plan is in place to ensure Minda has consistency in governance and a smooth transition during this period.

I look forward to seeing you at the special Association meeting as well as the AGM (and the Family Day afterwards) and if you are not already a member of the Association, I do hope you will consider joining.



Volunteer Coordinator, Bev Coghlan, with Mr Fruchoc

## Disability Expo

The Disability and Ageing Expo is a free community event that has been steadily growing over the years. This year marked the sixth annual Disability and Ageing Expo, held on Friday 14th August at the Adelaide Showground.

The expo is dedicated to improving the lives of those with disabilities. Minda was one of over 100 organisations at the expo, showcasing the supports and services it offers people with disability.

## Harry Potter movie day

With a human-size Fruchoc walking around, not to mention scores of witches and wizards, you could have been excused of thinking that you had walked into 'Diagon Alley' on Sunday 19th July at Wallis Cinemas Mitcham, for Minda's 'Harry Potter and the Half-blood Prince' movie day.

Nearly 300 people attended to support Minda at the screening of the much anticipated sixth Harry Potter instalment.

Guests were treated to numerous goodies including some delicious muffins, donated by Sara Lee, and a South Australian favourite, Fruchocs, donated by Robern Menz. Prior to screening the film, event MC and Minda Ambassador and Paralympion, Katrina Webb OAM, welcomed attendees before introducing Susan McInerney, CEO, to the stage to give a background on Minda and to offer her thanks to sponsors, volunteers and of course, attendees.

"Whilst we're all set to have a lot of fun this afternoon, fund raising through events such

as these is of real, tangible benefit to Minda and to the individuals it supports. Fundraising enables us to purchase extra equipment to improve the quality of lifestyles of people with an intellectual disability," Ms McInerney said.

In all, over \$5000 was raised from the Minda movie day, which will go towards furnishing 12 new community homes.

Thanks must go to Wallis Cinema Mitcham and its staff for accommodating us, as well as to Robern Menz and Sara Lee for supporting Minda with the donation of goodies in guest gift bags. Minda would also like to recognise the team of dedicated volunteers who have worked tirelessly with all of our events.

The unwavering support that Minda receives from businesses and individuals alike is so important in the success of fundraising programs and without such contributions, events such as the movie day would simply not be possible.



Craigburn Nursery

Minda's exhibit, which featured two short films on Minda as well as displays and literature, proved highly popular at the expo with hundreds of visitors gathering information about Minda's services - particularly its Disability Enterprises and open employment options.

Not only was the opportunity beneficial to Minda in attracting people to our services, but also in promoting the organisation, raising Minda's public profile, as well as providing an opportunity to network with other organisations.

**If you would like more information on the services offered at Minda, visit [www.mindainc.com.au](http://www.mindainc.com.au)**



**Susan McInerney**  
CEO

**Welcome to the Spring 2009 edition of Vocal Point. It has certainly been a busy year for Minda thus far and I am pleased to be able to report some exciting developments.**

First and foremost, after six months of intensive stakeholder consultation, we are pleased to launch a new logo for Minda that promises to bring an energetic and fresh new look to a much respected and valued organisation in South Australia. The logo incorporates our values of respect, inclusion and choice and was professionally designed by Lyndon Advertising & Design.

The logo design also introduces two new corporate colours, which are vibrant and contemporary and link back to our origins at the seaside, as well as in the foothills at Craighburn. We are confident that the new design fits well with the values and objectives of our organisation in supporting South Australians with intellectual disability. Please see the cover story for more information.

## From the CEO

The logo launch comes at an exciting time for Minda, with the adoption of the guiding principles of the United Nations Convention on Rights of Persons with Disabilities and also with the decision to further evolve Minda's service model into a person centred thinking approach.

We are excited to be hosting Parliamentary Secretary for Disabilities and Children's Services, the Honourable Mr Bill Shorten, to officially recognise Minda's commitment to the UN Convention at the Open Mind 'From Exclusion to Equality' seminar on Wednesday 30th September.

As one of the first non-government organisations to adopt the guiding principles of the Convention, this day is quite monumental for Minda and also for people with disabilities, as we make a commitment to remove barriers faced by all people living with disability and enhancing opportunities, rights and equal recognition. Other guest speakers include the internationally acclaimed Robert Martin, who is an advocate for the UN, as well as the esteemed Associate Professor Roger Standliffe, whose research into disability has led to improvements and enhancements in the lives of many people living with disability.

I would encourage you to attend this significant occasion. Please see page 7 for more information about the upcoming Open Mind session and to read about our previous two Open Mind events.

In order to meet our commitment to the guiding principles of the UN Convention, we are changing the way in which individuals are supported, via a Person Centred Thinking (PCT) approach.

As you would have read in earlier publications, PCT offers more individualised support to people living with intellectual disability and their families, empowering individuals to make choices about their lifestyles. In being responsible stewards, Minda has coordinated multiple information sessions on PCT for all staff, Association members, family members and interested community groups.

As you will read on page 6-7, these sessions, run by Robbi Williams, have been highly successful in providing an opportunity for people to understand more about PCT and to ask any questions about the service model. As indicated on page 7, we will be holding more sessions in the future for those interested or who were unable to attend a prior session.

In closing, on behalf of all the individuals we support at Minda, staff and Association members, I would like to formally thank Mr Roy Arnold, Minda President, for his dedication and commitment to this organisation, as his term of Presidency comes to an end. I would also like to offer my personal appreciation to Roy for his support and guidance and his excellent leadership and governance throughout his term as President.

Roy has made a wonderful contribution to Minda and leaves behind quite a legacy and we wish him well for his future endeavours.



*Staff enjoy morning tea at the Somerton Park Surf Life Saving Club*

On Tuesday 18th August, 146 Minda staff members were celebrated for reaching significant milestones at Minda, spanning from 10 to over 40 years of service.

The recognition function was held at the Somerton Park Surf Life Saving Club, where staff enjoyed a lovely morning tea to the backdrop of Sommerton Beach. Susan McInerney, Minda CEO, welcomed guests and offered her thanks for the contribution in skill, time, ideas, energy and loyalty of these long serving staff members.

"In today's society, long-term employment is a diminishing trend. People are much more mobile in terms of seeking a range of employment opportunities during their lifetime. Despite this trend, you, our long-serving employees, remain very important in any organisation, bringing both stability and a depth of knowledge that is invaluable," Ms McInerney said.

On behalf of the Board and the Executive team, Ms McInerney expressed her sincere thanks for the dedication to the individuals and their families that Minda supports and congratulated staff on their commitment to Minda.

"Your support and dedication does not go unnoticed and we take pride in each employee's achievements and milestones," she said. "The strength of any organisation lies in its staff. We have over 900 members of staff performing a variety of different roles, but we have just one reason for giving our best - we're here to support South Australians with intellectual disability.

"Our staff are the primary way through which the individuals we support are able to realise their goals and every staff member is highly valued," she added.

Roy Arnold, President of the Minda Board, also addressed the guests, speaking of his excitement at embarking on a new era in Minda's history: "It is with optimism and excitement that we look forward to your continued contribution and commitment and to celebrating future successes with you."

"It is reassuring to know that we have such a dedicated, loyal team behind us," Roy added, before congratulating staff.

Congratulations to all staff who have reached a significant milestone at Minda.

## Black Tie Quiz Night

Fancy yourself as a Trivial Pursuit buff? Kelly & Co. Lawyers is again proud to present the Minda Black Tie Quiz Night, on Friday 13th November at the lavish Sebel Playford.

Returning for the third year in a row, the Minda Black Tie Quiz night promises guests a night of spirited competition accompanied by fine food, wine, company and entertainment, providing for a most enjoyable evening.

**Date:** Friday 13th November

**Time:** 7.00pm 'til midnight

**Dress:** Black tie

**Venue:** Sebel Playford,  
120 North Terrace, Adelaide.

**Cost:** Tables of 10 only \$1,500 (excl GST) - no individual ticket sales, sorry.

The Black Tie Quiz Night raises much needed funds for Minda, with all proceeds raised going towards furnishing 12 new community built homes. Sponsorship packages are also available.

**For further information, please contact Minda Events on 8422 6544, email [rsvevents@minda.asn.au](mailto:rsvevents@minda.asn.au) or visit [www.mindainc.com.au](http://www.mindainc.com.au).**



*The 2008 Black Tie Quiz Night*

## Open Mind Seminar Series - Seminar One

# Disability and Ageing



(L-R) Professor Christine Bigby, Libby Chapman, Dr Caroline Ellison, Susan McInerney, Patricia Kaufmann OAM and Roy Arnold at Open Mind.

Since its establishment in 1898, Minda has been a leader in South Australia's disability services, continually contributing to the health and wellbeing of those with intellectual disability. Minda is proud to maintain a fine tradition of exemplary services, progressive research and first-rate training.

From the late 1960's to the early 1980's, Minda ran a series of information sessions known as the 'Minda Lectures'. These hugely popular lectures focussed on best practice relating to the disability sector at the time.

On Wednesday 19th August, Minda continued on its path of progression with the launch of a new, contemporary series of seminars that focus on current best practice and cover topics specific to the disability sector, with the main intent of enhancing the lives of people living with intellectual disability.

Minda was pleased to hold its first Open Mind seminar, focusing on 'Ageing and

Disability', with approximately 100 guests attending over the two sessions provided on the day.

Past Minda President, Patricia Kaufmann OAM, officially opened the 'Open Mind' seminars and guest speakers, Professor Christine Bigby, of La Trobe University, Dr Caroline Ellison of Flinders University, and Ms Libby Chapman, of Minda, provided an excellent panel.

The seminar provided a forum at which guests were able to hear of the latest research into and issues regarding ageing and disability and had the opportunity to ask questions of the three presenters, who each respectively have extensive knowledge of such issues.

Feedback from the seminar was positive and encouraging, with many guests indicating that they would be attending upcoming Open Mind seminars and encouraging others to do so.

## Seminar Two

# Person Centred

Minda is one of the first Australian non-government disability organisations in Australia to ratify the 2006 United Nations Convention on the Rights of Persons with Disabilities.

Minda officially adopted the Convention's guiding principles in June 2009, following the Federal Government's ratification of the Convention in mid-2008.

In order to meet the Convention's guiding principles, Minda is initiating a change in the way in which people are supported. The enhancement in service delivery is to occur through a 'person centred' approach.

Through Person Centred Thinking (PCT), each individual is empowered with the choices they want for their life. Person Centred Thinking increases the level of service provided to the individual, rather than focusing on their deficits. Most importantly, the person centred approach empowers the individuals we support to use the skills they have and embrace goals to continually develop.

During August, Minda ran its second Open Mind seminar introducing Person Centred



# Thinking

Thinking to staff, family and Association members and supporters of Minda. These sessions were presented by Robbi Williams, an expert in the disability field who has implemented and studied PCT for a number of years both in Australia and internationally.

As such, Robbi was able to provide numerous examples from his own personal experiences, really capturing the essence of individualised service and personalised approach to supporting people living with disability, in what was a lively and engaging presentation.

Many of those who attended have used the opportunity to ask questions and to gain a better understanding of PCT, with numerous people commenting on how beneficial the sessions have been.

As a result of this positive feedback, further PCT sessions will be held in October, with further details to be advertised shortly.

**For further information contact the South Australian Learning Centre on 8422 6530.**



## Seminar Three

# From Exclusion to Equality

Minda is pleased to announce that the Honourable Bill Shorten, Parliamentary Secretary, will be the key note speaker at the upcoming Open Mind seminar, 'From Exclusion to Equality', scheduled for Wednesday 30th September at Minda's Brighton campus.

Mr Shorten will also be officially recognising Minda's commitment to the 2006 United Nations Convention on Rights for Persons with Disabilities. Minda officially adopted the Convention's guiding principles in June 2009, following the Federal Government's ratification of the Convention in July 2008.

Persons with disabilities remain amongst the most marginalised in every society. The Convention is the response of the international community to the long history of discrimination, exclusion and dehumanisation of people with disability. The Convention is designed to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms for all people with disability and to promote respect for their inherent dignity.

In celebrating Minda's commitment to the Convention, the Open Mind seminar is focusing on promoting the full participation and equality of persons with disabilities in social life and development.

We are fortunate to have secured an acclaimed international speaker, Robert Martin, to deliver a presentation at the seminar. Mr Martin has delivered presentations all around the world, but most notably, he has addressed the United Nations on the rights of people with disability, being a person with intellectual disability himself.

Mr Martin has been a leader in the self advocacy movement for 25 years and is now working on the rights of people with learning difficulties and/or disabilities with the UN.

Our third speaker at the Open Mind seminar is Associate Professor Roger Stancliffe, from the University of Sydney. Professor Stancliffe brings with him an impressive and distinguished portfolio in disability research.

His main research activities involve people with intellectual disability and community living; choice and self-determination; and active support of participation in everyday activities.

We are fortunate to have secured these three eminent figures and would encourage everyone with an interest in the disability sector to attend what is poised to be a fascinating seminar on the future of disability services and on enhancing the opportunities, rights and equal recognition of persons with disabilities.

## Open Mind Seminar 3

**Time:** 1pm - 5pm

**Date:** Wednesday 30 September

**Venue:** Minda marquee on lawns, Brighton campus

**If you would like more information on the upcoming session or to reserve your place, please contact the South Australian Learning Centre on 8422 6530.**



Upcoming **minda** events

# Minda Corporate Golf Day SWING & WIN!

It is time to dust off your driver and practise your swing! Proudly sponsored by the Adelaide Development Company, Minda's much anticipated 2009 Corporate Golf Day is fast approaching on Friday 16th October.



BE THE FIRST TO  
'HOLE IN ONE' THE  
14th, AND WIN A  
HYUNDAI GETZ!

Not only is the winner's trophy up for grabs, but all attendees at the Minda Golf Challenge will have the opportunity to win a brand new 1.4 L Getz, kindly donated by Hyundai. The first player to land a hole in one at the 14th Hole will take home the acclaimed Hyundai Getz, no doubt to the envy of the less fortunate golfers!

This year's golf day shall be held at the picturesque Blackwood Golf Club, Cherry Gardens, and the competition shall be followed by a sumptuous gourmet barbeque luncheon and trophy presentation at the '19th hole'.

Do not miss your chance to make a difference to the lives of people with a disability, and the opportunity to win yourself a brand new car!

**Make an individual or a team booking by calling 8422 6544 or emailing Minda at [rsvpevents@minda.asn.au](mailto:rsvpevents@minda.asn.au).**

There are other ways you or your business can support Minda's 2009 Corporate Golf Challenge, with various levels of sponsorship still available including:

- Hole sponsorship
- Practice putting green and driving range sponsorship
- Refreshment cart sponsorship
- Team sponsorship

Visit [www.mindainc.com.au](http://www.mindainc.com.au) for more information on sponsorship or contact **8422 6544**.

Last year's corporate golf challenge saw \$20,000 raised to purchase much needed equipment, including a 10-seater Hiace bus.

All proceeds raised at the 2009 Corporate Golf Challenge will go towards furnishing 12 new community homes.



Vocal Point is the official newsletter of Minda Incorporated

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#### Board of Minda

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Mr Tony Harrison

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Dr Bronwyn Halliday

Mr Tony Innes

Mr Peter Krieg

Mrs Lyn Magee

#### Chief Executive Officer

Ms Susan McInerney

#### Patron

His Excellency Rear Admiral Kevin Scarce -  
AC CSC RANR Governor of South Australia

## save THE DATE

### Open Mind seminar "From Exclusion to Equality"

Wednesday 30 September,  
Minda marquee, Minda Brighton campus

### Minda Corporate Golf Challenge

Friday 16 October, Blackwood Golf Club

### Minda Black Tie Quiz Night

Friday 13 November, Sebel Playford

### Minda Annual General Meeting

Sunday 22 November,  
Minda Brighton campus

We Can Do It