

Why Newday Leadership?

newday

Inspired leadership
for the greater good

Introducing Newday Leadership

Our mission is ‘Inspired leadership for the greater good’. We invite extraordinary people to share what it means to be a ‘Newday leader’ — a person whose motivation goes beyond the individual.

We have a vision. We see a world full of socially conscious organisations and people who are driven to create something better. We are not alone in this; the rise of what is being called the ‘purpose economy’ has brought the thinking and behaviour of corporations and government organisations closer to the not-for-profit, social enterprise, and philanthropic sectors.

It is in this shared space that Newday Leadership was conceived. Five years on, we are as passionate as ever about inspiring and supporting organisations and individuals to live and lead for others, not just themselves.

Over this time, we are proud to have developed a community of more than 1,000 leaders who support and drive corporate social responsibility initiatives, wellbeing programs, ethical enterprises and community campaigns and services. We know that these people can change the world.

That’s why we seek these changemakers and bring them to our community with our annual Summits (one-day events), leadership labs (deep learning workshops), and online e-series programs. These events showcase courageous trailblazers from Australia and around the globe who will motivate, challenge, and prepare you and your team to become the leaders you want to be.

“

Every Newday provides the opportunity to lead for the greater good. At Newday we bring a diverse group of people and ideas together to make a difference in our local communities, and across the world.

Katrina Webb
Founder, Newday Leadership

”

What can Newday Leadership offer you?

Newday Leadership is not like other leadership organisations. We don't want to be. We have a unique and engaging approach that's sure to leave a lasting impression. If you have a growth mindset and you're ready to widen your perspective, then we may be the leadership organisation for you.

At Newday Leadership we:

- Bring you global influencers and some of the world's best and brightest minds to share their valuable insights on leadership trends, the power of purpose, and the issues and achievements impacting communities and our planet
- Provide high-quality events and programs where leaders can be inspired, learn about social issues facing local and global communities, and reflect on their leadership style, influence, and future impact
- Enable collaboration with Newday participants to broaden and cross-pollinate business and community networks, to promote knowledge sharing between like-minded and differently developed organisations and leaders
- Provide quality information and evidence, a unique leadership perspective, and ignite a spark to lead for the greater good.



Catherine Leo Photography



**Absolutely amazing day
— Inspiring beyond belief.**

Faith



Who is Newday Leadership for?

Our Newday Leadership Summit is for everyone, regardless of their background or industry. This is part of our uniqueness and appeal. We want to share our Summit with anyone with the desire to lead for the greater good.

Our Newday community thus far is strongly represented by people from a range of sectors spanning education and training, not-for-profit, government, SMEs, and consultants, as well as individuals who are life-long learners. More than 65% of our community are women, a significant shift from traditional corporate leadership programs.

Organisations – supporting strategic priorities

We have carefully considered what organisations seek and also what they don't typically find. With advice from our team of Newday advisors, we curate our events and programs to align with strategic business priorities and our Summits, in particular, consider this across five tenets.

— Leadership and change

Our events deliver world-class presenters, creatives, leaders, changemakers, and philanthropists from all corners of the globe, sharing their wisdom, life learnings, and insight on leading for the greater good.

— Wellbeing and resilience

We bring nature, spiritual intelligence, and wellbeing activities into Newday, from seated massage and art therapy, to yoga and mindfulness. We also provide nourishing food and an alcohol-free environment.

— Cultural awareness

We always include a Welcome to Country and cultural teachings at our events, to advance participant understanding and appreciation of First Australian identity and culture. We curate and host our events to respect First Nations' leadership and knowledge, including that from our Aboriginal advisor, Mickey Kumatpi O'Brien.

— Social responsibility

As a social enterprise, we embrace our responsibility to make choices that improve society and the environment for all living things. Our events are environmentally conscious, with no plastic items, and sustainable considerations at every level of our supply chain. We donate over 50% of our profits to help people attend Newday, who otherwise could not. We also contribute to a donation partner at each event, with over \$8,000 donated to not-for-profits since Newday's inception.

— Diversity and inclusion

We welcome diverse voices, experiences, and perspectives, ensuring equity in gender representation and consideration of LGBTIQ+. We consider all the senses and abilities in our catering, our curation of spaces and the activities and information we share.

Individuals – supporting learning and nourishing wellbeing

Newday Leadership isn't just for organisations and their employees. Many people, including those who are self-employed, make our Summit their one day for themselves. What we offer will support the professional and personal development of anyone and everyone — any leader, changemaker, lifelong learner or curious soul.

We give back as a social enterprise

Newday is proud to provide opportunities for ten young leaders to attend our events annually, at no cost. By igniting their minds with possibility and hearts with compassion, we enable them to leave their mark for the greater good.

Our feedback is simply outstanding

We are proud that people simply love our events and keep coming back, time and again. Our current Net Promoter Score (NPS) is +71, meaning that participants are extremely likely to recommend us to others. This is a testament to our outstanding, high-quality, and unique offerings, and the unparalleled value that we provide. Here's what some of our participants have to say.



Having been to many conferences both interstate and overseas I can highly recommend Newday. Carefully considered with well-rounded wisdom, each speaker was engaging and informative. A huge asset to South Australia and our future leaders. Newday has the capacity to spark the consciousness in corporations that is a rare and required asset in the leadership of our corporations and our future. If you're not at a table next year, you'll be behind the pack. 10/10.

Dale

I have been to so many conferences/summits in my time I've lost count, but the Newday Summit 2019 was by far the best I've ever attended. The organisers are not exaggerating when they say it is life changing. The energy and creativity in the room was infectious and I made connections with like-minded leaders that I can see leading to possible collaborations and even long-term friendships. Truly incredible, and worth every dollar and minute of your time. Don't miss the next one in 2020, I'll be there.

Mel



Ready to be inspired?

**Register for our
life-changing events at
newday.world**

**or get in touch
contact@newday.world**

 **in**

newday