

# WORKING TOGETHER



Rachel Callander

RACHEL CALLANDER  
[www.rachelcallander.com](http://www.rachelcallander.com)



NATHAN MADDIGAN  
[www.nathanmaddigan.com](http://www.nathanmaddigan.com)



# Contents

We bring art, science  
and lived experience to  
help people communicate  
clearly reduce suffering achieve  
positive outcomes collaborate  
effectively feel empowered feel  
seen feel heard be their best

Working with us can take on many forms, and we respect that what you need may not fit into a specific offering listed here. If you have something unique in mind, please reach out for a tailored proposal.

<b>Page 03</b> <b>Introduction</b> Language shapes our landscape About us: Rachel and Nathan		
<b>Page 09</b> <b>Masterclasses</b> Language Behaviour Compassion Hospitality Identity Story Awesomeness Creativity		<b>Page 05</b> <b>Keynotes</b> First Do No Harm Below the Surface Follow the Sparks Archetypes of Connection
<b>Page 23</b> <b>Facilitation</b>		<b>Page 15</b> <b>Programs</b> Allyship Below the Surface Parent Empowerment Program
<b>Page 27</b> <b>Artwork</b>		<b>Page 25</b> <b>Books</b> Super Power Baby Project Super Power Kids
<b>Page 33</b> <b>Schedule of Prices</b>		<b>Page 29</b> <b>Book Creation</b>
		<b>Page 35</b> <b>Thank you</b> Contacts Additional Resources



# Language shapes our landscape

Our words have the power to hurt or to heal, and too often we wield this power with complete naivety.

According to recent studies, over 90 percent of complaints in the healthcare industry relate to communication.

Patients feel disrespected, not listened to, talked down to. They describe a lack of empathy from their provider, no positive language, a clinical and dispassionate delivery of service. In the words of one parent we interviewed, “their words and phrases have become scars they’ve left behind.”

Meanwhile, health care professionals are describing their own very similar experiences - working long hours under high stress, enduring criticism and disrespect, feeling dehumanised and taken for granted. Both sides are hurting, and both are asking for help.

“Healthcare” is a deeply collaborative relationship, and all of the offerings in this document ultimately reflect this belief. The future of healthcare relies on us finding every way possible to forge connection, understanding and respect between all parties. With awareness and compassion, we all need to try to build bridges over our differences.

The following pages describe the many ways we can contribute to the building of your bridges.

**RACHEL** is a speaker, trainer and award winning artist. She has authored two books that celebrate the lives and abilities of children with a range of disabilities and conditions, inspired by her late daughter Evie, who was born with a very rare chromosomal condition. In the two and a half years of Evie’s life, Rachel experienced firsthand how language was employed in the health system, and has spent the subsequent years exploring the impact and implications - both negative and positive - of language and communication. Rachel advocates for transformative language that reduces alienation and trauma, and builds honour and empowerment.

**NATHAN** is an international award winning photographer, author, trainer and story coach. He helps writers and speakers craft their ideas in such a way that they matter to others, and advocates for ‘good stories told well’ as a vehicle for ideas to travel, grow and contribute to meaningful change.

Drawing from a blend of ancient and progressive story philosophies, Nathan works with Rachel to empower and transform relationships within teams, families, patients and health professionals.





# KEYNOTES

*“A great leveler of people, Rachel touches the hearts of all that hear her speak and leaves a lasting impression. She tangibly brings the audience back to that thing which bridges diverse backgrounds, beliefs and drivers: love.”*

Combining her right brain perspective as an artist and as an award-winning photographer, together with hundreds of hours of experience with both healthcare professionals and parents the world over, Rachel provides keynotes that are holistic, hopeful and which impart deeply actionable strategies for effective communication and transformation.

Event organisers acknowledge that the impact of the keynote address can set the tone for the entire program, and Rachel has a unique ability to draw people together, and open hearts and minds. She is a great connector of people, helping them to find their shared humanity and inspiring them to bring out the best expression of themselves.

*“In the 25 years that I have been organising and involved with the ASA, yours was the best opening address I have ever seen. And we’ve had politicians and celebrities and all sorts of people. We look at medicine in a very narrow way, we label and categorise everything and everyone. It is so good to be reminded that there is another way of looking at things. Thank you!”*

— Andrew Martin, former President of the Australasian Sonographers Association

*“I wanted to tell you how profoundly moved I was by your opening address. The talk around reframing disability and the problematic usage of medical language lays the foundation for much of my advocacy work.”*

— Researcher, Cerebral Palsy Society of New Zealand





## Keynote 1

### **First Do No Harm** - The Impact of Language in Healthcare

#### Rachel Callander

**COMMUNICATION / AWARENESS / EMPOWERMENT / SHARED DECISION MAKING**

**AUDIENCE:** Healthcare professionals, industry leaders, Rare Disease, Parents, Disability services, Paediatrics, Neonatal, Education, Special Education, Early Education, Allied Health



*First Do No Harm* focuses on the impact and implications of language. Rachel shares her story as the mother of Evie, a daughter with complex medical needs, and her years as a patient (and Rachel's as a parent) in the healthcare system. Rachel unpacks the Health Language Matrix, showing how different communication styles affect patients, parents and healthcare professionals in their efforts to collaborate.

*“Rachel’s message about what patients and parents hear, and the need to focus on abilities rather than what’s “wrong”, should be required for every doctor in training and practice. This was one of the best, most useful and powerful talks I’ve ever attended.”*

— Christina Ohnsman, MD Senior Clinical Development Lead at REGENXBIO Inc.

## Keynote 2

### **Below the Surface**

#### Rachel Callander

**EFFECTIVE COMMUNICATION / COMPASSIONATE CARE / COLLABORATION / EFFECTIVE TEAMS / CULTURE**

**AUDIENCE:** Healthcare professionals, industry leaders, Rare Disease, Parents, Disability services, Paediatrics, Neonatal, Allied Health



“Where did THAT come from?” “Why did I say that?” “Why do I feel this?” It can often feel like our words and actions arise out of nowhere, like a surprise storm or a brilliant idea conceived in the shower. *Below the Surface* explores the deep foundations that inform these behaviours, investigating the ways we relate, and the tools we can use to transform how we speak and act.

This keynote is entertaining and interactive, suitable for large groups, or teams at tables.

*“Rachel’s talk should be compulsory for all medical students!”*

— Dr Simon Rowley, Neonatologist Auckland District Health Board

*“You have helped us to confront our humanity. This is vitally important in our work.”*

## Keynote 3

### **Follow the Sparks** - Lessons of Creativity

#### Rachel Callander

**INNOVATION/CREATIVITY/ENGAGEMENT**

**AUDIENCE:** Healthcare professionals, creatives, artists, photographers, writers, businesses, teams



This uplifting, inspiring and energy-filled message busts some of the many myths about creativity. That some of us do not have a “single creative bone in our body”, that it is a “waste of time”, “creativity is only for artists”, and that people should “leave it to the experts”.

As humans, we *are* creativity. If we have the ability to ask questions of ourselves, of our environment, of others, of our systems, and have an attitude of curiosity, that is creativity.

This spirit of curiosity is vital in all areas of our life, from our relationships, to our work, to our wellbeing, to every part of our world. Creativity is the energy that drives innovation, change and invigoration.

*“You’ve unlocked my creativity! Thank you Rachel!”*

## Keynote 4

### **Archetypes of Connection**

#### Nathan Maddigan

**STORYTELLING / COMMUNICATION / EFFECTIVE TEAMS / CULTURE**

**AUDIENCE:** Healthcare professionals, industry leaders, Rare Disease, Parents, Disability services, Paediatrics, Neonatal, Allied Health



It’s easy to be the lead character in your own story, but what roles are you playing in the stories of others? And what roles might you **NEED** to play, to draw the best out of them?

Nathan’s affirming keynote explores key character archetypes of story, and places them in the context of our own relationships and connections. An encouraging and eye-opening session for parents, carers and client-facing professionals.

*“My biggest takeaway was an awareness of what my own role is in my own story - and what my role is in other people’s stories - and being considerate of who I want to be to them and who I want to be to myself.”*

# MASTERCLASSES

Immersive deep-dives into the topics and pain-points most relevant to your team.

Rachel and Nathan invite attendees to explore specific elements of language, relationships, communication and culture. They offer unique perspectives and encouragement, facilitating activities and discussion to empower attendees towards their best client and team relationships.

Within each masterclass are opportunities for small innovations to create ripples of great impact.

*“This masterclass has been deeply reflective. There was a sense in the room after your talk yesterday that everybody had gone deep into themselves, because you showed us how we could be brave. You led by example and this has allowed us to show up in a state that is open and ready to learn and embrace the many lessons from your work. You had a profound impact on the group. The change can only come once we make the necessary changes within ourselves. It was an education and now it’s on us, to continue the great learning.”*

*“Today with this masterclass, you’ve given us a platform on which to build skills and a common language in which to communicate with people. Your reminder that it’s people behind the conditions, there’s actually a person that we are working with, is so helpful for us as we do our best. Your work is really profound.”*





# Masterclass 1 Language

## FIRST DO NO HARM

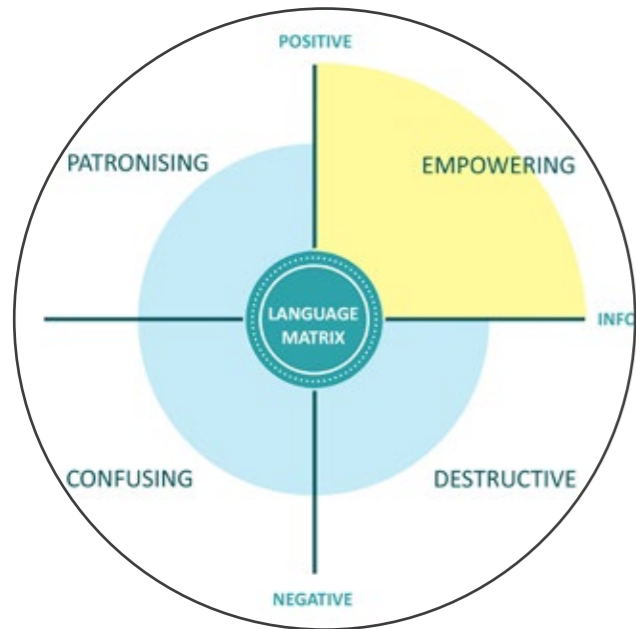
Our language shapes our landscape.

The words we speak influence the behaviour, attitudes, and beliefs of ourselves and others.

Within high-stakes contexts, such as the sharing of difficult information, our words carry an enormous emotional weight. They can alienate and add trauma, or they can honour and empower.

We have a responsibility to manage this power with care and diplomacy.

*"I always think of those words and phrases as the scars that they've left behind."* - Rhee, Parent.



### Learning Outcomes:

4 language types - gain insight into the effects of these language styles.

Current language mapping  
New strategies toward language styles.

Develop new linguistic habits.

Develop shared decision making strategies.

### Models used:

Health Language Matrix tool.  
Empowering Questions tool.

### Evaluation / Activities:

Small group creation of *Empowering Questions*.

# Masterclass 2 Behaviour

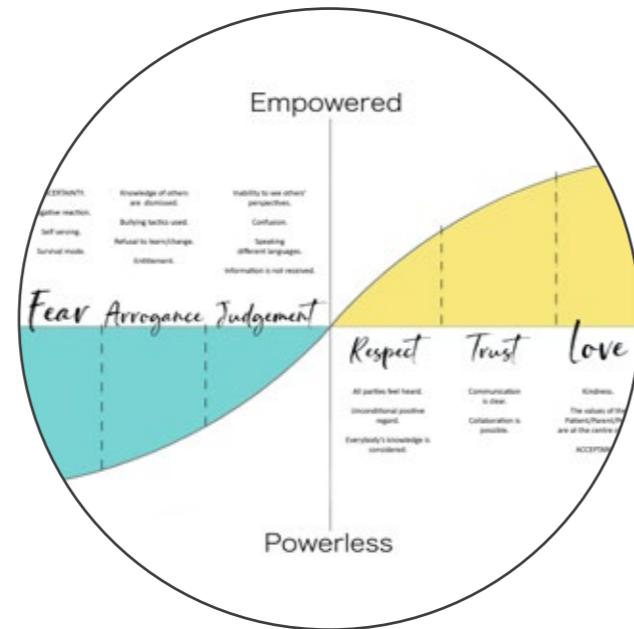
## ACTIONS ARE SYMPTOMS

Judgement. Arrogance. Blame. Bullying. Dismissiveness. Entitlement. Anger. Frustration. Mistrust. Shame. Guilt. Fear.

Negative behaviours are often symptoms of deeper, primary emotions. By acknowledging the holistic nature of a behaviour, we allow both parties the opportunity to meet each other where they're really at, and move forward with respect and trust.

The solution to negative behaviour is a lot more nuanced than simple disciplinary action.

It requires a relational skillset, not just a bureaucratic one.



### Learning Outcomes:

Identifying negative and difficult behaviours of patients.

Identify the primary emotions driving negative behaviours.

Reframe responses to difficult behaviour, based on new knowledge of the primary symptoms.

### Models used:

Fear to Love diagnostic tool.

### Evaluation / Activities:

Q+A Session.  
Feedback & shared experience.

# Masterclass 3 Compassion

## ACTIVE EMPATHY

Compassion is the practical application of empathy. It can be learned and rehearsed, built into habits and systems, and need not take an emotional toll on those employing it.

Since we all process information through our own unique filters, based on knowledge, experience, status and culture, we are rarely aligned.

Compassion builds a bridge between our differences, allowing clearer communication and more collaborative and positive outcomes.

Studies and research worldwide all confirm the critical need for compassion in healthcare, and the powerful influence it has on the health outcomes of all parties.



### Learning Outcomes:

Understand the 5 different types of empathy.

Apply compassionate empathy tools and strategies into communication with patients and families.

Create empathy maps > attain deeper understanding of the holistic needs of patient, family and you personally.

Develop shared decision making strategies.

### Models used:

Empathy Maps.

### Evaluation / Activities:

Q+A Session.  
Feedback & shared experience.

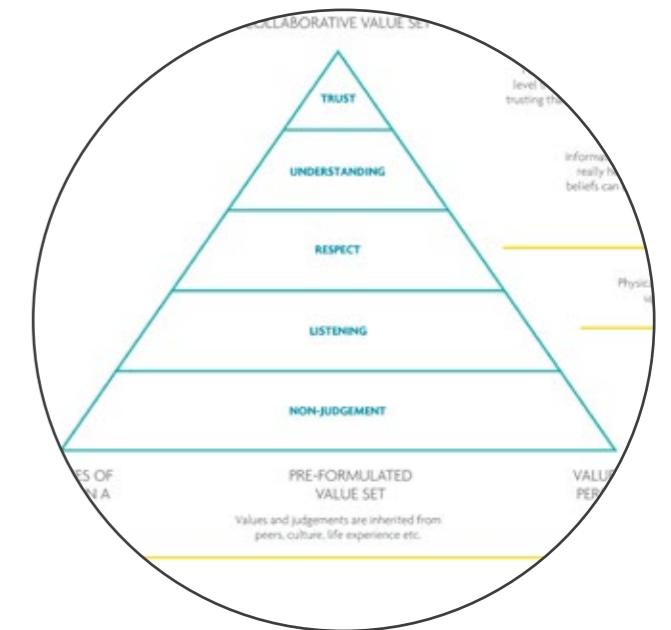
# Masterclass 4 Hospitality

## HOSPITAL(ITY)

The Latin root of the word hospital is 'hospes', and hospitality has the same etymology. The word carries with it a sense of care, respect and the kindness of strangers.

Decades of research support a broad, holistic approach to doctor-patient communication, that not only includes data gathering and patient education, but also behaviours such as open and empathetic enquiry, relationship building, and patient activation.

When the values of all parties are respected, the best health and wellness outcomes can be achieved for the patient, and for the health professional.



### Learning Outcomes:

Aligning of values within your team, to increase productivity, job satisfaction and creative potential.

Aligning of values between you and your patients, to achieve the best health outcomes, and reduce costly miscommunication.

Understanding the holistic nature of health, and how a patient's values intrinsically affect their outcomes.

Develop shared decision making strategies.

### Models used:

Aligning Values model.  
Bridging Differences model.  
North Star Values model.

### Evaluation / Activities:

Q+A Session.  
Feedback & shared experience.

## Masterclass 5 Identity

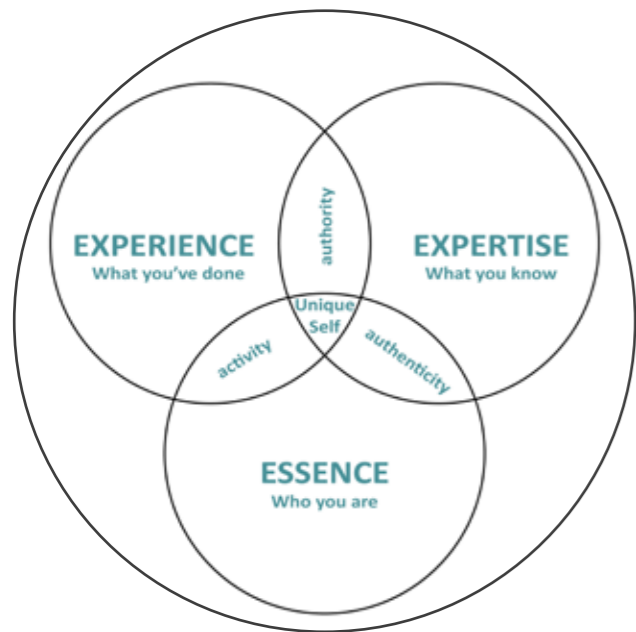
### WHO YOU ARE MATTERS

Our society has narrowed the scope of the word “normal” so significantly, that our dictionaries are left with the bland descriptive of “approximately average” and this average-ness has become the most common stick against which we measure ourselves and others.

It is a fear-response, resulting in comparison, judgement and hierarchy, and does nothing to encourage the broad and deep diversity that is present in all of humanity.

No one is “normal”, and we should not aspire to be so. We each have unique attributes, and it is this diversity that gives a team its strength, and allows community to thrive.

Best practice in healthcare requires an urgent self-review on our unconscious biases, and the labels we use for difference, diversity, and disability.



#### Learning Outcomes:

Empowered understanding of yourself / what you bring to your work & relationships.

Developing tools to build new habits towards the most effective relationships.

More closely aligned team, exercise respect, trust, best practices towards each other and their patients.

Wider perspective on diversity and difference.

#### Models used:

Diversity and Social Impact model.  
Essence model.

#### Evaluation / Activities:

Q+A Session.  
Feedback & shared experience.

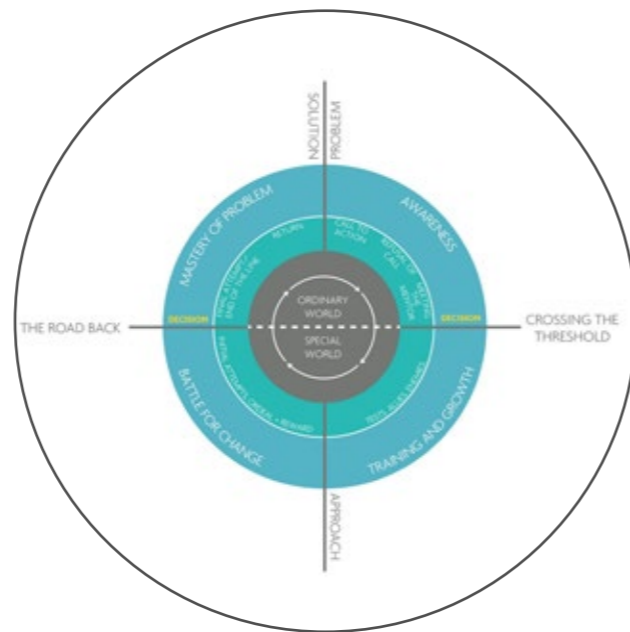
## Masterclass 6 Story

### CHARACTERS IN CONFLICT

The role you play in your own life story should be chosen deliberately and wisely. Too many of us are playing smaller, weaker parts - those of victims, or villains, or heroes without compassion. It affects how we relate to others, and it hampers our progress. And most often, we don't even realise we are playing these roles.

Storytellers have spent thousands of years studying how humanity thinks, feels and is moved to act. The power of a great story lies not in a lack of conflict for the character, but in the transformation within the conflict, and often because of it.

Understanding the tools of story will directly affect how we relate to those around us, how we manage conflict and fear, and will allow us to empower others towards their best outcomes.



#### Learning Outcomes:

Learn the tools of story & real-life application in character roles.

Identify the roles others play, and how best to successfully relate to them.

#### Models used:

The Hero's Journey archetype.  
Locus of Control model.

#### Evaluation / Activities:

Q+A Session.  
Feedback & shared experience.

## Masterclass 7 Awesomeness

### AWESOMENESS FORMS: CELEBRATING ABILITY

This simple tool is a celebration of life and humanity. We help healthcare professionals, parents and carers to find the strengths of their children and capture them in a way that is encouraging and measurable.

This is the antidote to the deficit focused, subtractive world view of comparison, disability and difference. *The Awesomeness Form* measures a child only against themselves and creates a hopeful framework for parents to be able to see their child's strengths, abilities and changes.

*"I've always been amazed at how well our boys cope with their circumstances but there is a constant heartbreak to see them struggle. The Awesomeness Form allows us that moment to feel strong between the weaknesses and proud even in the face of fear."* - Alpa, mum to Krishna, who lives with Duchenne Muscular Dystrophy.



#### Learning Outcomes:

Identify and capture strengths of children.

Create a living document that supports a child and their development.

Empowerment for parents, that aids rapport-building for HCP when working with parents, carers and families.

Understanding of, and implementation of, ability focused questions.

Develop shared decision making strategies.

**Models used:**  
Diversity and Social Impact model.

**Evaluation / Activities:**  
Creation of Awesomeness For

## Masterclass 8 Creativity

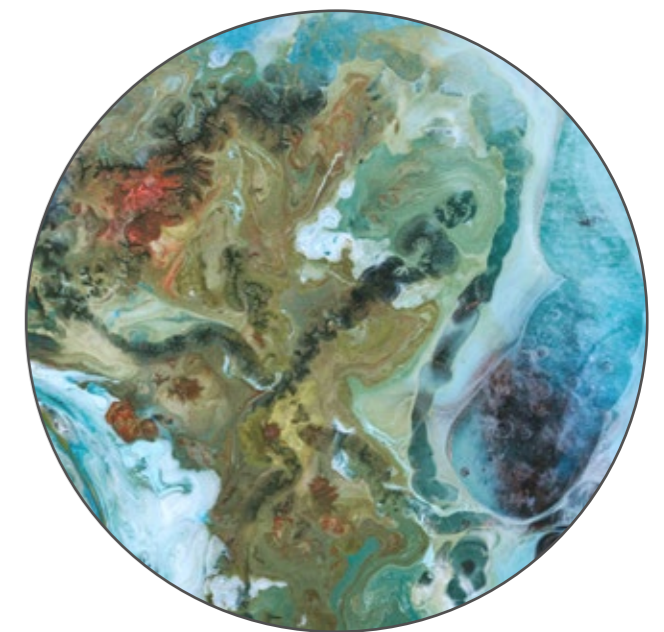
### FOLLOW THE SPARKS

As humans, we are creativity. If we have the ability to ask questions of ourselves, of our environment, of others, of our systems, and have an attitude of curiosity - *that is creativity!* This spirit of curiosity is vital in all areas of our life, from our relationships, work, and wellbeing, to every part of our world. Creativity is the energy that drives innovation, transformation and invigoration.

This is a powerful masterclass for anyone needing an energy and inspiration boost, from art students and artists to healthcare professionals, educators, leaders, businesses and teams.

*"You made me feel completely able to create something I would be surprised, satisfied and proud of."* - Sunny

*"I feel so excited and alive! I'm so inspired and this has been wonderful for my confidence."* - Mary-Jo



#### Learning Outcomes:

Participants will come away feeling refreshed and full of possibility, and with a renewed motivation to follow their own sparks of joy, innovation and creativity.

#### Evaluation / Activities:

My soul loves (personal reflection on creative practices.)

Practical experience of various art techniques.

\*some activities are limited to in-person only.



# PROGRAMS

Custom-built collections of masterclasses, providing specific solutions for your team.

The following programs are tailored responses to the most pressing needs of our clients, addressing overarching themes such as language, communication, relationships, disability, team building, shared decision making, and more. They are multifaceted approaches to change and transformation, with each new idea building on the last, creating layers of insight and actionable shifts.

Our aim is to always support and enhance any PD your team is currently working on, resulting in a unique, bespoke offering, tailored to exactly where you and your team are at.

*“Truly inspiring – thank you so much for sharing your experiences with us. We have so much to learn as clinicians from our families, and breaking down some of the barriers of medical language, through things like the ‘Awesomeness Report’, go a long way towards improving the experiences of the families we hope to help.”*

- Physiotherapist, Hummingbird House

*“You have revitalised and revolutionised my clinical approach to my patients.”*

- David McDonald A/Prof MBBS FRACP DA(UK) A/Prof Paediatrics UNSW Director Prevocational Education and Training PMBH Consultant Paediatrician | Head Department of Paediatrics / Port Macquarie Base Hospital



# Program 1

# ALLYSHIP

## THE LIFE SAVING ART OF EFFECTIVE COMMUNICATION

**AUDIENCE:** Healthcare professionals, patient-facing service providers, industry leaders, Rare Disease, Parents, Disability services, Paediatrics, Neonatal, Education, Special Education, Early Education, Allied Health, businesses

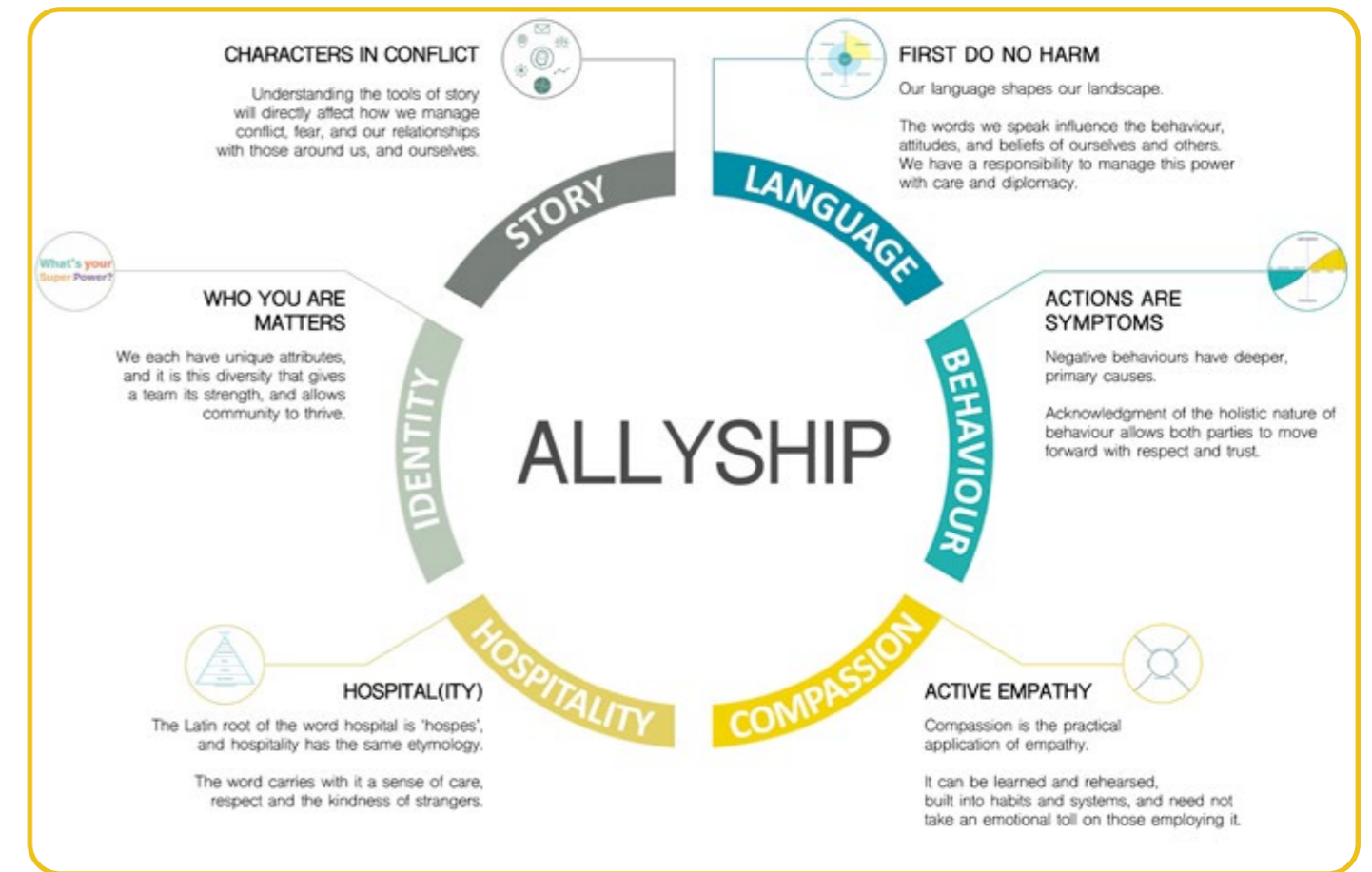
ALLYSHIP is a practice-changing communication program for health-care professionals. It was developed by Rachel Callander and Nathan Maddigan in response to the thousands of conversations they have had with health professionals, patients and parents the world over, who are all seeking the same goals:

- Better health outcomes for patients
- A healthier environment for health professionals
- To be heard, listened to, and encouraged
- Knowledge transferred successfully, with respect and trust
- A human-centric system that focuses on needs, strengths and best-for-all solutions
- The minimisation of unnecessary pain and trauma
- Cost savings
- Life savings

It advocates a best-for-all approach, which acknowledges each player in a relationship, the boundaries that are required, and the skills and intuition each party can bring to the table. It's a reciprocal relationship that aims to keep the power balanced, and uses the relational tools of humanity, rather than the hierarchical devices of a customer service model.

Although the research is clear about the immense role communication plays in health outcomes, the solutions are not so simple. There is no easy fix, or one-size-fits-all prescription. Because none of us are the same size. You, and your team, are unique, and require your own unique design. Your pathways will be as explicit as your own personalities, and to that end, this program has been created to facilitate these discoveries.

Using a blend of research, behavioural models, storytelling and photography, this program is both engaging and transformational. It guides you and your team through a range of perspectives and exercises to evaluate your current communication climate, and will empower everyone to take personal responsibility for growth and change.

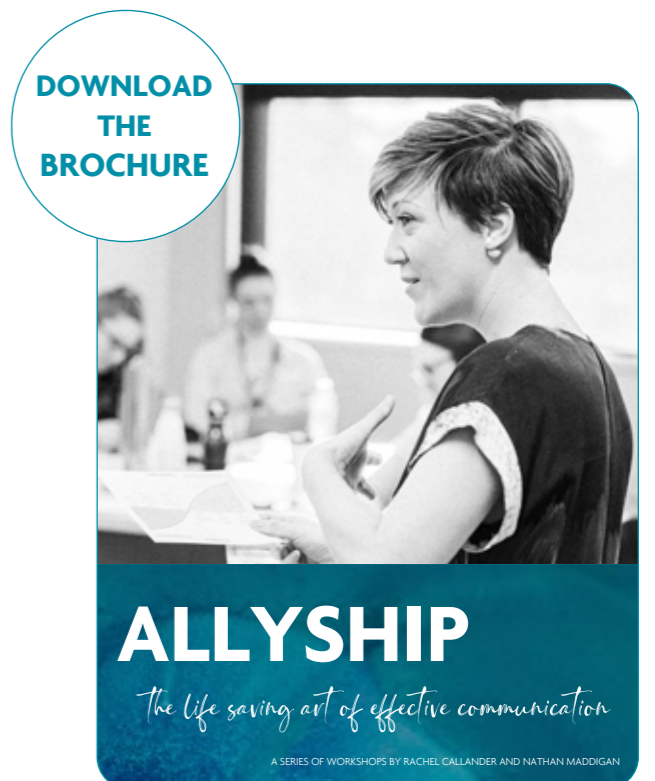


*“You have such a gift for cutting to the chase of what we are here for - all too often this can get lost, so thank you for being a pathfinder.”*

- Martin Chadwick, Chief Allied Health Professions Officer, Ministry of Health New Zealand

*“You have given everyone a blueprint to really shift the way in which we, as a rare disease community interact and communicate with the world of healthcare.”*

- Kendall Davis, Global Genes





## Program 2

# BELOW THE SURFACE

### UNDERSTANDING OTHERS' BEHAVIOURS AND HOW WE CAN BEST RESPOND

**AUDIENCE:** Teams and management, front line workers, health care professionals, patient-facing service providers, industry leaders, Rare Disease, Parents, Disability services, Paediatrics, Neonatal, Education, Special Education, Early Education, Allied Health, businesses

Rachel and Nathan deliver strategies to forge connection through awareness of language, communication, behaviour, compassion and values.

This entertaining and thought-provoking program explores the relationships between our surface actions and the deeper drivers of emotion, values and beliefs. As we understand what drives the behaviours of others, we develop a greater level of compassion for them.

*Below the Surface* advocates for humanity, not hierarchy. It encourages respect, grace, and intent towards collaboration, instead of confrontation. Program attendees are left with a sense of hope, validation and empowerment as they head out into their work, and their lives.

*“Your presentation was thought provoking, moving and the topics covered were pertinent to real and current issues in a personal, professional, and global sense.*

*You’re both extremely talented and kind individuals, and together, your positive impact on others like myself is so palpable.”*

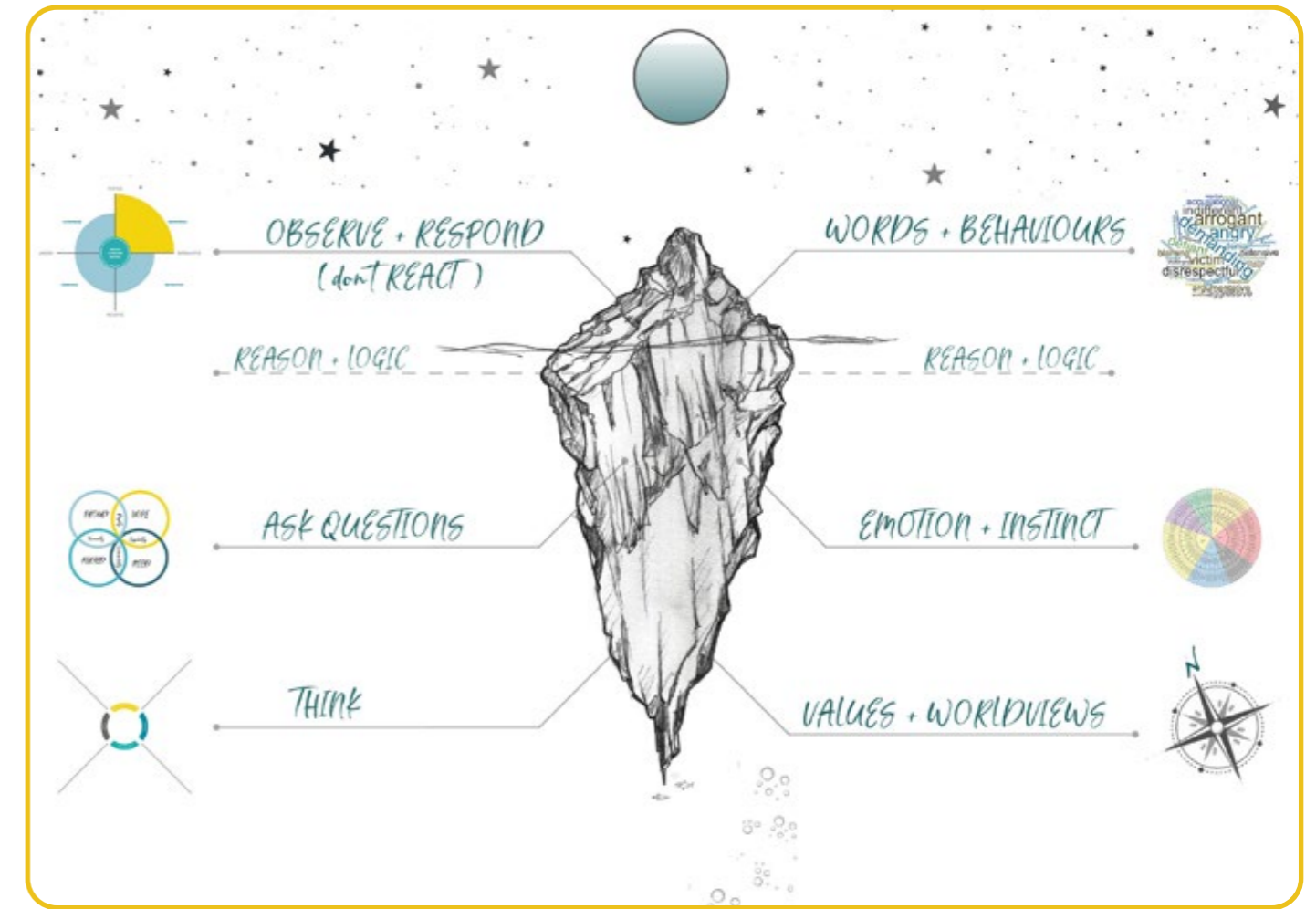
- Chelsea, RN Palliative Care Units

*“I have loved the lived experience that you bring to this and the way that the concepts and tools that you have shared all work together.”*

- Jaime, NSW Health

*“I enjoyed how each session overlays the other and provides greater richness as we move on. I have been able to use many of the frameworks in clinical supervision to get new nurses to view their language and reactions to situations through a new lens that has provided them with clarity.”*

- Deb, NSW Health



*“This program is so different to all the “in the box” training we get working for such a big system like Health.*

*Whilst a lot of it is necessary it often feels like there’s no funds to think outside the box and this has been so refreshing as a result, to the point where it disarms you with going back to basics of connection, humanity and love.*

*That’s why SO many of us (if not every health employee) does our job and it’s nice to just know that this is acknowledged and okay in our work.*

*We don’t have to be robots and will be all the better for it!”*

- Nikki, NSW Health

## Program 3

# P.E.P. (The Parent Empowerment Program)

### A PROFESSIONAL DEVELOPMENT PROGRAM FOR HEALTHCARE PROFESSIONALS WORKING WITH FAMILIES OF A CHILD WITH A DISABILITY

**AUDIENCE:** Healthcare professionals working with Disability, paediatrics, Allied Health, Disability services

Many organisations who provide physical, social and intellectual therapies for children with disabilities face the challenge of working with parents who are disengaged, grieving, angry, sad, exhausted, or deeply traumatised.

This parent-experience can make it difficult for parents and healthcare professionals to work well together, and can also cause parents to struggle to follow the prescriptions given about the care of their children.

Ultimately, everyone is losing in this scenario. Investing in the parent experience - that is, helping parents to transform how they are making sense of what has happened to their lives in having a child with a disability - is essential for getting better outcomes for the child, the parent, and for the healthcare professional who is working to assist them.

We know that when healthcare professionals work with parents who are deeply engaged that there is higher job satisfaction, more innovation, shared decision making, a more positive working culture, better results are ultimately achieved, and a better organisational reputation is built.

*“It has been great to think about things in a different way, lots of great resources for us to support our families to be the heroes for their children!!”*

- Saira Wallace,  
Early Childhood educator

*“I have LOVED all of this - hearing your personal stories, the interplay between art and connection with others, consciousness embedded throughout all, seeing everyone as equal, practical strategies and questions to take away, and your frameworks to think differently about things.”*

- Sally Galloway, Early Childhood educator,  
Director Goodstart Australia



**DOWNLOAD  
THE  
BROCHURE**

*“We loved the way we can incorporate awesomeness everywhere and also the different ways of asking questions in empowering ways.”*

- Belinda Wishart, Early Childhood educator

*“So many fresh ideas and perspectives that we can put into practice and reflect on.”*

- Rhonda and Chloe - Early Childhood Educators





# FACILITATION

Guided small group discussions that build trust, connection, meaning and belonging in communities and teams. Broad ideas are layered into slower, deeper conversations that grow with the group, and produce lasting transformation.

While we work almost exclusively with Rare Disease communities, this offering will have a positive impact on any team seeking to deepen their trust and support for each other, and for the people they serve.

*“I look forward to this time for myself every week. It’s difficult to put into words how safe and free I feel when I’m with other women who understand our struggle and our joy. Sometimes it’s hard to explain our situation to others. This group gets it - no explanations needed.”*

*“Rachel’s philosophy of thinking gratefully about our kid with RD instead of in deficits. I had seen some of the strategies but was impressed with her empathy and take home messages about acceptance of both child and the multifaceted and demanding carer’s role. I liked her use of character strengths for us, but also the whole family.”*

*“The best thing was connecting with other moms that understand how I feel, and being able to share what helps me with the hope that it helps others too. Also, listening to Rachel, because she has so much wisdom, kindness and compassion, and a lot of tools to help.”*

*I loved the compassion in the group and the camaraderie.”*

*“There was a feeling of belonging and that I can do something good. A sense of togetherness and family. It is wonderful to be in such a supportive environment with people that you don’t even have to say what you feel, because they already know. It’s absolutely priceless.”*





# BOOKS

**Super Power Baby Project** is an internationally celebrated book featuring striking photographic portraits of children with chromosomal and genetic conditions, taken by award-winning photographer Rachel Callander. Rachel's insights and images challenge the deficit language so often reached for when describing disability.

*“The Super Power Baby Project is a life affirming work. It does not shy from the notion that genetic syndromes bring with them their share of challenges, grief and difficulty. The strong message is that there is much that lies beyond that. The pages demonstrate that these children have much to teach us about themselves and ourselves that is to be celebrated as truly exceptional. This book celebrates that simple reality.”*

- Stephen Robertson, Curekids Professor of Paediatric Genetics, University of Otago, New Zealand

**Super Power Kids** is the follow on initiative of the Super Power Baby Project. It raises the profile of children with disabilities, showcasing their unique talents, strengths and indomitable spirit. It directly challenges the deficit language often used around disability and instead focuses on the gifts and abilities of Super Power Kids.

Super Power Kids is a collaboration between Kalparrin and renowned photographers Rachel Callander and Nathan Maddigan. It captures exquisite photographic images of children living with a disability, telling their stories in a stunningly produced 200-page hardcover book which was launched at the 2019 Awesome International Arts Festival for Bright Young Things.

Using powerful imagery and storytelling, and partnering with respected and high profile organisations, Super Power Kids is an 18-month campaign, using traditional and social media with the aim of educating children and adults that there is much that lies beyond initial and often negative impressions of children with disability.

The Super Power Kids book demonstrates that children with a disability have so much to teach us about themselves and ourselves, and will reveal the value, potential, abilities and beauty in all children. Together we can change the focus, change the language and we can adopt an attitude that celebrates all of humanity.





# ARTWORK

## **Exclusive commissions for conferences and branding:**

Using her signature technique of ice-painting, Rachel can create an exclusive (1 of 1) artwork that connects participants to the conference theme, location and aspirational identity. Working in collaboration with conference organisers, the artwork is provided as both a digital file and a physical print, with exclusive rights to use across all platforms and spaces, and for all marketing and branding campaigns.

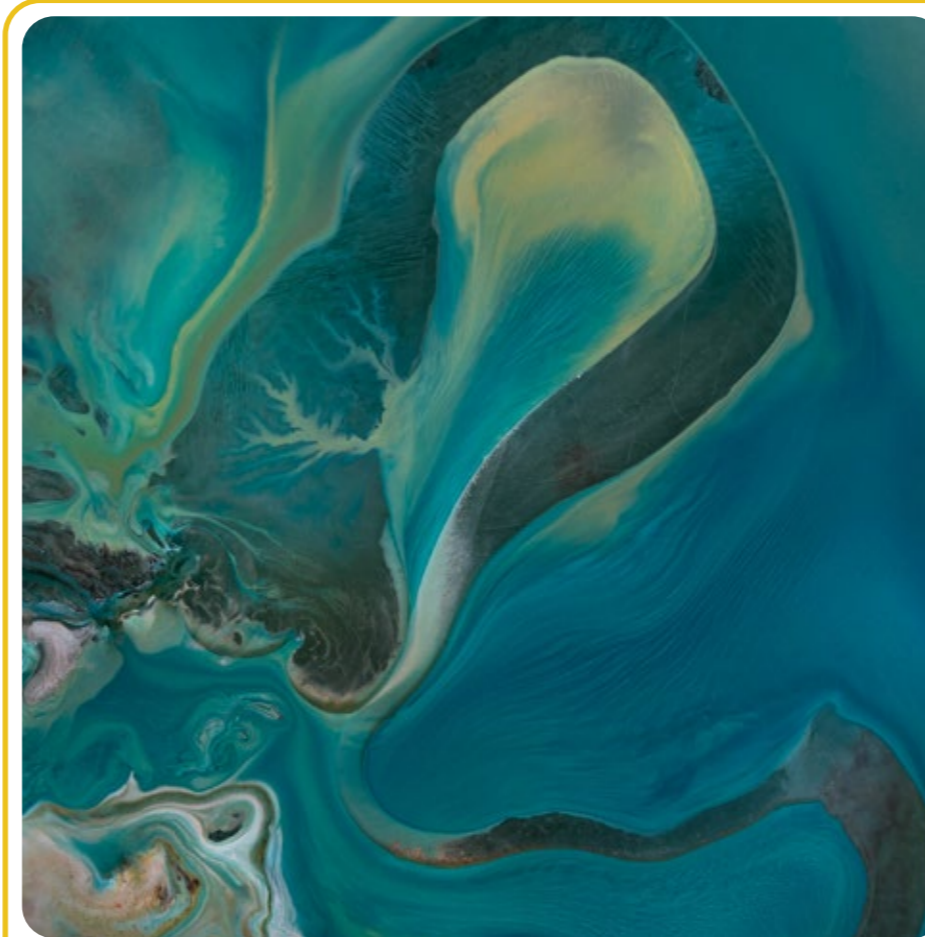
The signed, limited edition fine art print can be mounted or framed, gifted to a major sponsor, or simply hung in your own office. \*Additional framing costs apply.

## **Prints and fine art collections for offices, hospitals and installations:**

Create beautiful and meaningful art stories in your workplace with curated collections of artwork and photography by Rachel Callander and Nathan Maddigan.

*“This image is being incorporated throughout the conference in powerpoints and in visuals as part of the WA stand. Also, it has now been put onto the conference satchels, and we are providing every attendee of the attachment and your words. I find the image even more beautiful when I reflect on the message.”*

— Jenny Campbell, Chief Allied Health Office, Clinical Excellence Division, Department of Health





# BOOK CREATION

Whether you want to leave a legacy for the world, give back to your community, or amplify your message across new channels, we can partner with you to publish a beautiful and powerful book of stories, interviews and photography.

Employing our expertise in photography, storytelling, book design and self-publication, we craft an end-to-end project plan that integrates, in part:

- participant curation
- interviews and content gathering
- photography and editing
- travel and events
- book design and production
- book printing and delivery
- book launch, exhibition and signing events
- creation and distribution of educational resources
- copyright and licensing documentation

The feedback we have received from past projects has been incredible. Families, teachers and health professionals have all acknowledged the transformative power of these books - they've encouraged change, provided new perspectives, and allowed more compassionate conversations. It's a lot of work, but incredibly rewarding, and we do it with deep gratitude.

*“When the opportunity to create the Super Power Kids project came about, I jumped at the chance to provide the children we work with every day with a voice, a means to affirm their essential humanity and to showcase the strengths and gifts they bring to their lives and the lives of those around them.*

*Rachel and Nathan have captured this beautifully and I have received endless feedback from families about how much they have enjoyed sharing stories of their children's super powers.”*

— Carrie Clark, Chief Executive Officer, Kalparrin







Words are a form of action  
capable of influencing change

Ingrid Bengis

# SCHEDULE OF PRICES

		AUD
<b>KEYNOTES</b>		
50 minutes, plus Q+A time where appropriate. Additional travel/accommodation costs where applicable.		
<b>In-person or Online</b>		<b>6,500</b>
<b>In-person or Online (Not For Profit pricing)</b>		<b>4,500</b>
<b>MASTERCLASSES</b>		
120 minutes in-person, 50 minutes online.		
<b>In-person</b>	<b>Up to 50 attendees</b>	<b>4,500</b>
	<b>Over 50 attendees</b>	<b>6,500</b>
<b>Online</b>	<b>Unlimited attendees</b>	<b>3,000</b>
<b>PROGRAMS</b>		
Curated collections of masterclasses for specific outcomes. Get in touch for a tailored solution.		
<b>In-person</b>	<b>Half-day (up to 3 modules) - 3 to 4 hours</b>	<b>8,500</b>
	<b>Full-day (up to 6 modules) - 6 to 8 hours</b>	<b>15,500</b>
<b>Online</b>	<b>Per session - 50 minutes</b>	<b>2,500</b>
<b>FACILITATION</b>		
50-90 minutes, up to 20 people.		
<b>Online</b>	<b>Per session</b>	<b>1,500</b>
<b>BOOK SALES</b>		
Super Power Baby Project / Super Power Kids.		
<b>Single copies</b>	<b>In person</b>	<b>59</b>
	<b>Delivered to Australia / New Zealand</b>	<b>79</b>
	<b>Delivered to rest of World</b>	<b>99</b>
<b>Bulk orders</b>	<b>10 or more copies - 20% discount</b>	<b>20% off</b>

		AUD
<b>WHITE PAPERS AND RESOURCES</b>		
<b>Digital Download</b>		<b>FREE</b>
<b>Printed, Bound and Delivered</b>	<b>10 copies</b>	<b>200</b>
	<b>50 copies</b>	<b>500</b>
	<b>100 copies</b>	<b>800</b>
<b>ARTWORKS</b>		
<b>Exclusive Commissions for Conference and Branding use</b>		<b>6,000</b>
<b>Limited Edition Prints - 120cm x 180cm, fine art museum paper</b>		<b>1,750</b>
<b>Fine Art Collections for Offices, Hospitals, Installations</b>	<b>10 pieces</b>	<b>14,000</b>
	<b>50 pieces</b>	<b>50,000</b>
	<b>100 pieces</b>	<b>80,000</b>
<b>PHOTOGRAPHY</b>		
Event photography by Nathan Maddigan.		
<b>Conference Photography (only available in conjunction with an in-person keynote)</b>		<b>2600</b>
<b>BOOK CREATION</b>		
Publish a legacy artifact for your company, and for the world.		
<b>Step 1 - Initial discussion, ideation, scope and vision</b>		<b>FREE</b>
<b>Step 2 - Detailed proposal creation, including timeline and costings</b>		<b>FREE</b>
<b>Step 3 - Project creation and launch</b>		<b>TBC</b>

\* We know budgets can sometimes be difficult to work within, so please talk to us if you require a more tailored solution.



# THANK YOU

There is a beautiful saying in Maori culture that speaks to collaboration and the collective sharing of knowledge:

*Nau te rourou, naku te rourou, ka ora te manuhiri*  
(with your food basket and my food basket, the people will thrive)

We deeply appreciate the opportunity to share and collaborate with you. Please reach out, no matter how large or small your project may be. We would love to work together.

With love and gratitude,  
Rachel and Nathan



**Rachel Callander**  
BFA FNZIP

Speaker. Author. Trainer.  
Patient Experience Advocate.

[www.rachelcallander.com](http://www.rachelcallander.com)

[rach@rachelcallander.com](mailto:rach@rachelcallander.com)

+61 420 583 245



**Nathan Maddigan**  
APP M.Photog. I | M.Photog.(Dist.) NZIPP

Author. Photographer.  
Designer. Story Coach.

[www.nathanmaddigan.com](http://www.nathanmaddigan.com)

[nathan@nathanmaddigan.com](mailto:nathan@nathanmaddigan.com)

+61 419 820 890

---

## DOWNLOAD ADDITIONAL RESOURCES

Click [HERE](#) for white papers, Program brochures, speaker packs and more.