



Gold Coast Convention and Exhibition Centre • 20-22 May 2009

2020 Vision - Creating a Future

Wednesday 20 May 2009	
Welcome Dinner	
Thursday 21 May 2009	
9:00am – 9:30am	<p>Welcome and Official Opening Andrew Klein, Impact Entertainers</p> <p>Despite his appearance, Andrew Klein is not Kachie's younger brother. Andrew is a professional MC and Director of corporate training company impact enterTrainers. A former corporate lawyer, Andrew brings his casual yet corporate style to proceedings, adding an extra element with his humour, creativity and improvisational abilities. Apart from MC'ing, Andrew facilitates fun, team-building activities and runs training workshops in Presentation Skills ("How To Awe Them, Not Bore Them"), assisting clients in improving their skills in presenting and pitching for business. His clients include Westpac, Telstra, Minter Ellison, Wyeth Healthcare, MLC, countless industry Associations...and his mother-in-law's bridge club !!! Andrew's hobbies include getting his hair cut and trying to convince his wife and 3 young kids that he has a real job.</p>
9:30am – 10:30am	<p>Asia Pacific Forum Peter Church, ASEAN Focus (Moderator)</p> <p>Peter Church is an international lawyer and business adviser who has lived and worked for more than 30 years in the South East Asian and Indian regions. He advises a wide and varied group of Australian, Asian and international companies in relation to their activities in Asia and Australia. He has sat on the Boards of various Bilateral Business Councils and the Federal Government Boards such as the Trade Policy Advisory Committee. Peter was awarded the Medal of the Order of Australia in 1994 for his services to the promotion of business relations between Australia and the South East Asian region.</p>
10:30am – 11:00am	Morning Tea
11:00am – 11:40am	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;">Forming and Managing Associations Peter Smith, Bartonvale</p> </div> <div style="width: 50%;"> <p>Working with Volunteers – Radio Lollipop Barrie Cooper, New Zealand Security Association Inc Sandra Ursino, Radio Lollipop</p> <p>Working with volunteers can be challenging, managed well, it can be a win for all concerned. Radio Lollipop is an international children's charity that provides care, comfort, play and entertainment to sick children in hospitals around the world. Radio Lollipop started in the United Kingdom 30 years ago and since it opened has been operating almost entirely by volunteers.</p> <p>Using Radio Lollipop as a case study this session will outline what has worked, what hasn't. Topics for discussion include:</p> <ul style="list-style-type: none"> - Working with Volunteers is challenging! - Manage your volunteers as if you are managing a business - Recruit the right volunteers - The importance of communication - Give them responsibilities and make them accountable - It is essential that volunteering is an enjoyable experience </div> </div>
11:45am - 12.25pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;">Influencing Government Decisions</p> </div> <div style="width: 50%;"> <p>How to Raise Sponsorship in Changing Times Richard Woodward, Richard Woodward and Associates</p> <p>Richard will provide participants with an effective sponsorship seeking process and practical tips on how to raise sponsorship in changing times</p> <p>Drawing on examples and case studies from his work with clients, Richard will demonstrate the techniques of organisations that are successful at attracting sponsors compared to those that are not</p> <p>A key focus of the presentation will be on how to develop and communicate a compelling proposition to a prospect</p> </div> </div>

*Please note, program is subject to change



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12:30pm – 1:30pm	Lunch	
1:30pm – 2:10pm	<p style="text-align: center;">Corporate Governance Lynn Ralph, Joint Managing Director, Cameron Ralph</p>	<p>Communicating Across the Generational Divide Catherine Palin-Brinkworth, Business Development Consultant, Inspirational Speaker</p> <p>Have you had that amazing experience of working with a group of people, where everything went so well you wished you could bottle it? Well you can!</p> <p>In every successful team, whether in business, sport or community, there's a special 'something' that makes it work. Great team spirit is like mercury - hard to pin down, fast moving, and takes off when the heat's on!</p> <p>Through research and business experience Catherine has identified components of that 'something' - specific attitudes, values, deliberate diversity, cultural awareness, openness, integrity and commitment are a few. In this keynote or workshop, Catherine helps you identify the ingredients that go to make up the magic you have experienced, so that you can recreate the recipe.</p> <p>There are steps, systems and strategies that ensure you get the people you want in your team., behaving in a way that works, to bring you the results you want, all based on proven knowledge and practical experience.</p> <p>Catherine delivers powerful philosophies and practical processes to help you bring your conference team to a new level of performance and productivity that is repeatable again and again and again. This program can be delivered as a main platform keynote or as an interactive breakout workshop.</p>
2:15pm – 2:55pm	<p>Sustainability on a Shoe String Dr. Tim Clune, North East Water</p> <p>Sustainable development (sustainability) has been identified by the Victorian Government as a key element for Victoria's future prosperity. North East Water (NEW) has embarked on a sustainability journey to enable our organisation to participate in that future.</p> <p>Sustainability is conceptually challenging. From a global perspective it is considered as the capacity to meet the needs of the present without compromising the ability of future generations to meet their own needs. This is a big picture approach to ensuring activities are conducted with minimum impact on the environment, protecting resources for future generations. While most can visualise this at a conceptual level, we often struggle to see how we can accommodate this in our day-to-day activities.</p> <p>Integrating sustainability as a core element in business is often seen as a further impost on limited resources. In the water sector, this is further complicated by the variability between water businesses. The key challenge in embracing sustainability at the organisational level is providing relevant linkages between activities at the operational level with higher-level goals and aspirations of the organisation. On this basis, our first and most important steps in taking the sustainability journey have been develop a nucleus around which a sustainability culture can take hold and thrive.</p>	<p>Risk Management in Volunteer Organisations and Associations Dennis Clark, Clark Corporate Consulting P/L</p> <p>The current global financial turmoil has highlighted the need for comprehensive risk management programmes in all organisations, large and small.</p> <p>However the lack of legislative provisions for strong governance arrangements in volunteer organisations and the lack of understanding of what comprises good governance in those organisations has meant that risk management is in its infancy in many such organisations.</p> <p>This presentation will describe some key governance principles, then take delegates through the draft International Management Standard ISO 31000 Risk Management.</p> <p>This Standard is a derivation from the Australian Standard AS 4360 Risk Management that has proven to be so popular and robust since its inception in 1995 that the process has been adopted for the first International Standard on risk management, currently in draft for issue in 2009.</p> <p>The Risk Management Standard process will be used to describe how volunteer organisations and associations may identify and assess business risks.</p> <p>This presentation will then show how the resultant risk assessment can be used as the basis for managing these risks to ensure they do not eventuate.</p> <p>Dennis will use his experience in not for profit organisations, working with volunteer boards, to demonstrate a simple and easy to implement risk framework that is cost effective and will deliver positive outcomes</p>



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3:00pm – 3:30pm	Afternoon Tea	
3:30pm – 4:15pm	<p>Fresh ideas for membership growth and retention in a tight economy Steve Herzberg, NRG Solutions</p> <p>All members of associations want value from their membership. The challenge facing association executives is to try and identify what members see as value and then to deliver on it.</p> <p>In this session Steve will show you how you can apply practical strategies to ensure your membership numbers can weather the current economic storm.</p> <p>In this highly engaging and informative session Steve will discuss the primary reasons behind why members fail to be retained and what you should do about increasing your retention rates. In the current economic climate one of the biggest challenges associations are facing is holding on to existing members. This session will show you how to identify early warning signs around membership retention and what to do about the members most at risk of leaving.</p> <p>Are you embracing current communication tools to assist you in growing your membership? Do your emails get lost in overcrowded inboxes? In 2009 what role do social networking tools play in attracting new members and enhancing your associations reputation?</p> <p>One of the most powerful methods for building your membership numbers is through existing members referring new members. Research suggests that there is enormous potential for growth in this area. Steve will address how to build this in to your association and show you practical strategies that you can apply immediately to your organisation.</p>	<p>Web Commuting—Creating an Office of the Future Shiever, H.R., Citrix Online Asia Pacific</p> <p>According to Wikipedia, the term 'Telecommuting' was coined in 1973 by management consultant (and rocket scientist) Jack Nilles. More than two decades later, the world of remote working is less about the telephone and more about the next-generation tools available via the Web. Internet technologies that enable people to work from virtually any location have created a generation of 'Web commuters' – and it doesn't take a rocket scientist to project the commercial, technological and social implications.</p> <p>Citrix Online believes that Web commuting will be a central component of the office of the future, as organisations seek to empower their workforce, tap into global talent pools, address the costs of business travel and reduce their carbon footprints – all the while enhancing productivity and morale.</p> <p>Many forward-thinking Australian organisations are now promoting flexible working by providing the latest in remote working technology to their employees and members. This technology, including Voice over Internet Protocol (VoIP), remote access software and online meeting tools, is allowing users to stay in touch with colleagues, partners and customers.</p> <p>This interactive session will provide you with an opportunity to learn about the implications of the trend towards Web commuting; as well to gain insight on the technology that now makes the virtual office truly possible.</p>
4:15pm – 5:15pm	<p>Strategic Planning Dr. Ingrid Bonn, Bond University</p> <p>Dr Ingrid Bonn is a specialist in strategy and has worked, consulted and taught in this area for the past 20 years in Australia and overseas. She has a Masters of Industrial Engineering and a PhD in Strategic Management. Ingrid has conducted research in the areas of strategic thinking, strategic decision making, strategic planning and strategic management as well as corporate governance, corporate social responsibility and sustainability. She has published articles in journals such as Long Range Planning, Journal of Organizational Change Management, Management Decision, Asian Business & Management, Corporate Governance: An International Review, Leadership & Organization Development, and Tourism Management.</p>	
5:15pm - 5:30pm	Close Day One	
7:00pm – 11:30pm	<p>Gala Dinner Sponsored by Gold Coast Convention and Exhibition Centre</p> 	



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Friday 22 May 2009			
9:00am – 9:15am	Opening Day Two		
9:15am – 10:30am	Doing Business with Asia – relationships, networks and success Peter Osbourne, Austrade		
10:30am – 11:00am	Morning Tea		
11:00am – 11:40am	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Revenue streams are everywhere if only you are willing to see them! Steven Bowman, Managing Director - ConscienceGovernance</p> <ul style="list-style-type: none"> - Your point of view about the world shapes your ability to attract resources - Scarcity vs prosperity paradigm - What is strategic awareness? - Creating a culture of strategic awareness - What strategic thinking entails - Creating Board, senior executives and staff culture to facilitate strategic awareness and commercial possibility - Creating Board and staff meetings that facilitate strategic awareness and strategic thinking - Powerful Strategic Questions for every Board and staff member to unlock revenue streams - Linking innovation to strategy to revenue streams - Measuring and reviewing the implementation of your revenue generating plan effectively - Annual reviews and continuous strategic planning to unlock commercial possibilities - The secrets to identifying relevant risks associated with revenue streams - A simple yet powerful risk management plan (with nonprofit examples!!) - Risk treatment strategies that add innovation and facilitate commercial opportunity - The role of the Board in risk management and unlocking revenue potential (and how to get them to....) </td> <td style="width: 50%; vertical-align: top;"> <p>Why Conference? Andrew Klein (Moderator) Barrie Cooper, New Zealand Security Association Tony Thirlwell, Heart Foundation Peter Strang, Bicycle Federation of Australia</p> <p>A panel session discussing the benefits of Associations holding Conferences in volatile financial times</p> </td> </tr> </table>	<p>Revenue streams are everywhere if only you are willing to see them! Steven Bowman, Managing Director - ConscienceGovernance</p> <ul style="list-style-type: none"> - Your point of view about the world shapes your ability to attract resources - Scarcity vs prosperity paradigm - What is strategic awareness? - Creating a culture of strategic awareness - What strategic thinking entails - Creating Board, senior executives and staff culture to facilitate strategic awareness and commercial possibility - Creating Board and staff meetings that facilitate strategic awareness and strategic thinking - Powerful Strategic Questions for every Board and staff member to unlock revenue streams - Linking innovation to strategy to revenue streams - Measuring and reviewing the implementation of your revenue generating plan effectively - Annual reviews and continuous strategic planning to unlock commercial possibilities - The secrets to identifying relevant risks associated with revenue streams - A simple yet powerful risk management plan (with nonprofit examples!!) - Risk treatment strategies that add innovation and facilitate commercial opportunity - The role of the Board in risk management and unlocking revenue potential (and how to get them to....) 	<p>Why Conference? Andrew Klein (Moderator) Barrie Cooper, New Zealand Security Association Tony Thirlwell, Heart Foundation Peter Strang, Bicycle Federation of Australia</p> <p>A panel session discussing the benefits of Associations holding Conferences in volatile financial times</p>
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11:45am – 12:25pm	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>International Association Case Study Chris Howlett, ACI Australia</p> <p>Members of ACI are in a large part engaged within the financial trading or sales environment in the global financial markets representing the Foreign Exchange, Interest Rate Products and other Securities, Banknotes & Bullions, Precious metals and Commodities and their various kinds of Derivatives. ACI is a leading, global association of wholesales financial market professionals, contributing to the market development through education & certification, market practices (The Model Code), technical advice and networking events. The association counts some 13,000 international members from more than 60 countries.</p> <p>Over the years ACI became a standard of the International Financial Markets in terms of</p> <ul style="list-style-type: none"> - maintaining the professional level of competence and the ethical standards of loyalty, - committing to maintain the highest possible standards in their profession by setting an example of propriety and best ethical behaviour in business, - market liquidity provided by their traders, - giving advice and offer arbitration services on professional disagreements, - offering a global third party certification (ACI Dealing Certificate, ACI Operations Certificate, ACI Diploma), - personal and company networking. </td> <td style="width: 50%; vertical-align: top;"> <p>Search Engine Optimisation and Internet Marketing for the downturn Llew Jury, Reload Consulting Pty Ltd</p> <p>As marketing dollars are gradually being reallocated to new media, adopting an online search strategy has become arguably the number one priority for businesses wanting to get in front of their potential customers. Search engines are increasingly becoming the primary destination of users seeking information for products and services, so it's imperative that your online business or company website is in the right place at the right time.</p> <p>This session will look at the latest tips and tricks for search optimisation (SEO) and Internet advertising and will provide detailed case studies that have performed well in many different and challenging markets.</p> </td> </tr> </table>	<p>International Association Case Study Chris Howlett, ACI Australia</p> <p>Members of ACI are in a large part engaged within the financial trading or sales environment in the global financial markets representing the Foreign Exchange, Interest Rate Products and other Securities, Banknotes & Bullions, Precious metals and Commodities and their various kinds of Derivatives. ACI is a leading, global association of wholesales financial market professionals, contributing to the market development through education & certification, market practices (The Model Code), technical advice and networking events. The association counts some 13,000 international members from more than 60 countries.</p> <p>Over the years ACI became a standard of the International Financial Markets in terms of</p> <ul style="list-style-type: none"> - maintaining the professional level of competence and the ethical standards of loyalty, - committing to maintain the highest possible standards in their profession by setting an example of propriety and best ethical behaviour in business, - market liquidity provided by their traders, - giving advice and offer arbitration services on professional disagreements, - offering a global third party certification (ACI Dealing Certificate, ACI Operations Certificate, ACI Diploma), - personal and company networking. 	<p>Search Engine Optimisation and Internet Marketing for the downturn Llew Jury, Reload Consulting Pty Ltd</p> <p>As marketing dollars are gradually being reallocated to new media, adopting an online search strategy has become arguably the number one priority for businesses wanting to get in front of their potential customers. Search engines are increasingly becoming the primary destination of users seeking information for products and services, so it's imperative that your online business or company website is in the right place at the right time.</p> <p>This session will look at the latest tips and tricks for search optimisation (SEO) and Internet advertising and will provide detailed case studies that have performed well in many different and challenging markets.</p>
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12:30pm – 1:30pm	Lunch
1:30pm – 2:30pm	<p>Creating Conversations About the Future: A World Café Forum on Issues and Opportunities Facing Associations Roland Naufal, 4C Consulting</p> <p>Providing effective leadership for associations in the 21st Century involves dealing with great complexity and constant change. It means meeting the needs of multiple and often competing stakeholders with few staff and limited resources. It requires a vast array of skills from marketing and PR to finance and HR. The most successful associations will be those that meet member needs while tapping into their members' vast skill sets, resources and expertise.</p> <p>The forum will begin with an overview of the key issues confronting associations and be followed by an interactive workshop where participants will discuss the challenges of working with members, governments, the media and public. Issues to be discussed include communication, marketing and media; lobbying and advocacy; compliance and risk management and the provision of information and advice to member organisations.</p>
2:30 – 3:30pm	<p>Economic Outlook for Associations and how should they respond Peter Switzer</p> <p>The session will not only look at the global and local economic outlooks, it will reveal what all economic bodies should be doing to ensure that they minimize the impacts of the current serious downturn.</p>
3:30pm – 4:00pm	Afternoon Tea
4:00pm – 5:00pm	One-on-one Face-to-face Meetings between Australian and Asia Pacific Association Representatives