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12TH ANNUAL

ASSOCIATIONS FORUM NATIONAL CONFERENCE

17 - 18 July 2017 • International Convention Centre Sydney



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DAY 1 MONDAY 17 JULY 2017

DAY PRIOR: SUNDAY 16 JULY 2017

10:30am - 12:45pm Sydney Sights Walking Tour

This easy walking tour will uncover the history and explore the sites of Sydney. There is no upfront cost - you are left to decide what you thought the tour was worth at the end.

Bookings are essential

3:00pm - 4:30pm An Introduction to Associations

If you are new to associations, or work for a supplier to the association sector, attend this session to learn more about:

- How associations work
- Different association models
- Common challenges

Facilitated by Associations Forum

4:30pm - 5:30pm First Timers and Solo Attendees Session

5:30pm - 7:00pm Welcome Drinks

7:00pm - 10:00pm Gold Members' Dinner *Invitation only*

DAY 1: MONDAY 17 JULY 2017

7:15am CEO Breakfast

Sponsored by
*International Convention Centre Sydney
and Business Events Sydney*



8:00am Registrations Open and Arrival Tea and Coffee

8:45am OPENING PLENARY

Welcome to the 12th Associations Forum National Conference

Conference Chair: Catherine McGrath

Welcome from Associations Forum

John Peacock, General Manager,
Associations Forum



Welcome from Major Sponsor



9:15am AMA: Political Influence and Modernisation

The Australian Medical Association was founded in 1962 and has wide political influence. Anne Trimmer will explore:

- The responsibility and effectiveness of AMA's advocacy
- AMA's approach to policy development
- Modernising AMA's governance structure

Anne Trimmer, Secretary General,
Australian Medical Association

9:45am MBA NSW: Long-term Relevance and Future Directions

Master Builders was established in 1873 and is the only industry body that represents all sectors within the building and construction industry. Brian Seidler will discuss:

- The history and growth of Master Builders Association NSW
- Keeping associations relevant - what works and what doesn't
- What the future holds for industry organisations

Brian Seidler, Executive Director,
Master Builders Association NSW

10:15am Morning Tea and Exhibition

11:00am PARALLEL SESSIONS

2A Engaging Members: The Life Blood of an Association

Members are the driving factor behind every association, hence member engagement and retention becomes one of the key challenges for most associations. This panel will discuss:

- Key strategies to engage members
- The impact of engagement on retention rates
- Engaging different generations

Dion Pretorius, Communications and Engagement Manager,
Science & Technology Australia

Margot Smith, General Manager Engagement & Marketing,
Australian Institute of Management

Sue-Ann Fresneda, Director Business Development and
Membership, Master Builders Association Queensland

2B Advocacy: Making Sure Your NFP's Voice is Heard

One of the key roles of most associations is to advocate for their industry, their members and their stakeholders. A panel of experts will explore:

- How to get your voice heard in a noisy political landscape
- Developing policy positions
- Working with media and members

David Quilty, Executive Director, Pharmacy Guild of Australia

Dominique Lamb, CEO, National Retail Association

Michael Photios, Chairman, PremierState

Neil James, Executive Director, Australia Defence Association

2C Steering the Ship: How to be an Effective Chair

Being a Chair of an association is pivotal in guiding the association towards its strategic goals. A panel of experienced Chairs will cover:

- Managing paid and volunteer Boards
- Key governance issues
- Working with the CEO to advance the association

Phillip Spratt, President,

Australian Council of State School Organisations

Suzanne Jones, Chair, Association of Australian Dial Before
You Dig Services

Velia Nicholls, State Commissioner, Girl Guides Queensland

12:30pm Lunch and Exhibition

Conference Chair:

**Catherine McGrath, Director,
Catherine McGrath Media**



Veteran political and international affairs broadcaster Catherine McGrath is the director of Catherine McGrath Media, a Canberra based political and communications consultancy. For 3 decades, she has shared her political insights with Australian audiences on SBS and ABC television and radio.

Most recently Catherine was Bureau Chief and Chief Political Correspondent for SBS Television. Prior to that she was ABC Asia Editor, Political Editor Australia Network (ABC TV), Chief Political Correspondent ABC Radio and ABC South East Asia Correspondent (Singapore).

Catherine is passionate about helping stakeholders and voters understand and engage in the political process and with the Australian media.



Book now on +61 2 9904 8200 or afnc.associations.net.au

1:30pm PARALLEL SESSIONS

3A Tips for a Successful Association of Professionals

Professional associations aim to build and maintain community confidence in all professionals. Association leaders will discuss:

- Ethics in practice, how associations can help
- Maintaining professional standards
- Managing members and their professional conduct

Dr Eva Tshuridu, Manager – Accounting Policy & Policy Adviser
– Professional Standards and Governance, CPA Australia

Pam Pryor, Manager, OHS Body of Knowledge Development,
Safety Institute of Australia

Organised in collaboration with
Professions Australia



**3B Disruption and Technology:
How Industry Associations Respond**

With the advancement of technology has come industry disruption in the form of Uber, “Dr Google” and Airbnb. Associations have to respond and these CEOs will look at:

- Impacts of industry disrupters
- How to guide an industry to success
- Utilising media and government

Georgia Nicholls, CEO, Victorian Taxi Association

Richard Munro, CEO, Accommodation Association of Australia

Dr Zena Burgess, CEO, The Royal Australian College
of General Practitioners

3C Workshop: Bigger, Better and More Profitable Events

This interactive workshop will bring together association meeting practitioners to share their experiences on how to make your events grow in size and profit. They will explore areas such as:

- International events and collaborations
- Organising events: insourcing, outsourcing, sponsorship
- Marketing, promotions and delegate boosting

Janette Sofronidis, Event and Sponsorship Manager,
Intelligent Transport Systems Australia

Nadine Giatras, Division Manager - Conference & Events,
Australasian Society for HIV, Viral Hepatitis
and Sexual Health Medicine

Sponsored by Tourism New Zealand



3:00pm Afternoon Tea and Exhibition

3:45pm PARALLEL SESSIONS

4A Key Shifts in Sponsorship and Membership

Belinda and Julian Moore will provide:

- An overview of the seismic shifts happening in sponsorship and membership
- Critical factors essential for association success in these areas

The session will then move to a free-form, delegate-driven presentation. This session aims to address your current challenges and help you to prepare for the future.

Belinda Moore, Director,
Strategic Membership Solutions

Julian Moore, Director,
Strategic Membership Solutions



4B Association Evolution: Move Ahead or Miss Out

Associations must constantly evolve to stay relevant to their members and within their industries. This panel will look at:

- Digital transformations
- Internal organisation restructures
- Financial strategies

Dr Bronwyn Evans, CEO, Standards Australia

Charles Cameron, CEO, Recruitment & Consulting
Services Association

Yasser El-Ansary, CEO, Australian Private Equity and
Venture Capital Association

4C Associations as the Technical Experts for their Sector

Over time, key associations can become the authority in their industries in regard to creating policies, procedures and codes. These association CEOs will explore:

- How the association developed its technical expertise
- The methodology – lessons learnt and success
- Do CEOs need to be industry experts?

John Stanton, CEO, Communications Alliance

Robert Whelan, CEO, Insurance Council of Australia

Tracey Gramlick, CEO, Australian Window Association

5:15pm Close of Day 1

7:00pm - 11:00pm Conference Dinner

The Heritage Wharf, Doltone House Jones Bay Wharf
Piers 19 – 21, Level 3,
26 – 32 Pirrama Road, Pyrmont Point

Sponsored by Doltone House



11:00pm After Party

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DAY 2 TUESDAY 18 JULY 2017

DAY 2: TUESDAY 18 JULY 2017

7:15am Special Interest Groups Workshops

Associations Forum's Special Interest Groups (SIGs) will meet for facilitated discussion workshops covering key challenges and as an opportunity to network. The four SIGs are:

- Advocacy
- Communications
- Events
- Membership

8:00am Registrations and Arrival Tea and Coffee

8:30am PARALLEL SESSIONS

5A Does your Association Want to be a Co-operative?

The co-operative model is a powerful structure used by NFPs to engage members and deliver on their social objectives through a commercially focused enterprise and profit distribution. This panel will look at:

- The difference between Co-ops and other NFP models
- Advantages of the Co-op model
- Co-ops as an alternative transition model for associations that get big
- Case studies of member organisations that have become Co-ops.

Katie Innes, Director, Business & Corporate Law, BAL Lawyers

Melina Morrison, CEO, Business Council Co-operatives and Mutuals

Robyn Kaczmarek, Founder and CEO, Cooperative Home Care

*In collaboration with
Business Council of Co-operatives
and Mutuals*



5B Charities: Creating an Impact for their Communities and Cause

The impact of charities in the community is significant. With rising competition and changes in government policies, they must constantly adapt. Charity leaders will explore:

- Raising funds in a competitive environment
- Collaborations between NFPs
- Changes to the sector

Jacqui Reed, CEO, CREATE Foundation

Matthew Burrows, CEO, Therapy Focus Inc.

Robert Hunt, CEO, St John Ambulance Australia

5C Association Transformation: Making Significant Change

To ensure an association can service its members both now and in the future, it must constantly transform. These panelists will look at:

- Strategic planning
- Creative member-centric thinking
- Profitability of an NFP

Elizabeth Robinson, CEO, Australian Institute of Training and Development

Lee Tonitto, CEO, Australian Marketing Institute

Trish Hyde, CEO, Australian Packaging Covenant Organisation

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10:00am Morning Tea and Exhibition

10:45am PARALLEL SESSIONS

6A NFP Communications: How to be Front of Mind

People get bombarded with communications from various associations, suppliers and everyone in between. Among this noise, associations need to be smart in how they communicate. Speakers will present on:

- Effective social media
- Publishing in the digital age
- Member engagement and impacts on communications

Danielle Gibbens, Social Media Volunteer, Dental Hygienists Association of Australia

Madeleine Culbert, CEO, Institute of Public Administration Australia NSW

Matt Dillon, Publications and Communications Manager, Australian Institute of Refrigeration Air Conditioning and Heating

6B Association Restructures: Moving Towards One Body

Restructures can be long and hard, but the advantages to streamlining governance, services and resources may help an association grow, stay relevant and engage members more. These panelists will explore:

- Why NFP's move from a federation to a single entity
- Challenges through the process
- Ways to manage the restructure

Christine Zangari, Executive Officer, The Wilderness Society

Katrina Richards, President, Australasian Podiatry Council

Lindsay McGrath, CEO, Swimming Pool and Spa Association of Australia

Matthew Fisher, CEO, Chiropractors Association of Australia National

6C The Right Balance for NFP Finances

The management of an association's or charity's finances is critical in ensuring its prosperity and continuing success. This panel will explore:

- Profits and asset accumulation
- Practical financial challenges for CEOs, CFOs and Treasurers
- Financial reporting as telling and selling the story of the finances

David Burrello, Director - Financial Services & Investments, Corporate & Business Bank, St.George

Stephen Lynch, Chief Financial Officer, YHA Australia

Sponsored by St.George



12:15pm Lunch and Exhibition



1:15pm PARALLEL SESSIONS

**7A Industries Under Pressure:
The Associations' Response**

When an industry is under pressure from government and the media, how the association chooses to respond is crucial. In recent years, these association have had to deal with major challenges and they will explore:

- Managing media and government relations
- Planning for the future
- Dealing with member expectations and needs

Andrew Paterson, CEO, Family Day Care Australia
Brenton Scott, Executive Director, Greyhound Breeders Owners and Trainers Association
Kit McMahon, Chief Operating Officer, Australian Council for Private Education and Training

**7B Association Education Offerings:
Online and Traditional**

In a bid to grow their industry or profession and develop their members, associations are implementing new educational offerings. This panel will discuss:

- Working with education providers vs in-house implementation
- Costs, profitability and international opportunities
- Marketing and member involvement

Annabel Reid, Director Member Services, Australian Medical Association
Caroline Wilkie, CEO, Australian Airports Association
Chris Champion, Director International, Institute of Public Works Engineering Australasia

**7C Governance Scenario:
The Beleaguered Chairman at a Tough AGM**

In this exercise, an under-pressure "Chairman" will lead a mock AGM that will consider:

- Were the procedures for the AGM followed correctly?
- How General Meetings of members differ from Board meetings
- Whether the association's governance and Board structures are best practice

John Peacock, General Manager, Associations Forum

2:45pm Afternoon Tea and Exhibition

3:30pm CLOSING PLENARY

Jon Dee, Co-Founder DoSomething, Planet Ark and Rock Aid Armenia



Jon Dee is one of Australia's most influential figures on environmental issues and related business challenges. As a philanthropist, Jon co-founded DoSomething, Planet Ark, Rock Aid Armenia, National Op Shop Week, National Recycling Week and National Leftovers Day. He is also the Global Director of One Tree Per Child and was Australian of the Year 2010 (NSW).

On Sky News Business channel, Jon Dee is the Anchor Host of Smart Money, where Jon shows businesses how to save money by being more innovative, sustainable and efficient. His business efficiency guidebooks 'Sustainable Growth' and 'Energy Cut' have shifted over 130,000 copies.

Closing Plenary speaker sponsored by ICMI Speakers & Entertainers



Closing Remarks and Prize Draws

4:30pm Close of Conference

LEARNING LABS
FUTURE-PROOFING YOUR ASSOCIATION

Held in the exhibition, these 30 minute interactive workshops give delegates an opportunity to engage with speakers and focus on topics that will help them future-proof their association.

10 Marketing KPIs Every Association Should be Measuring

Dave Martin, Chief Marketing Officer, Aptify

Affordable PR Strategies for the Long Term

Jo Scard, Founder & Managing Director, Fifty Acres - The Communications Agency

How to Navigate through Disruptive Policy & Funding Change

Kathryn Stonestreet, Principal, Branch Out Consulting

Keeping Women in the Resources Industry: A Case Study of AMMA's Virtual Mentoring Program

Melissa Richardson, Managing Director, Art of Mentoring
Tara Diamond, Director Industry Services, Australian Mines and Metals Association (AMMA)

Findings from the Associations Forum Financial Benchmarking Project

Ron Switzer, Consultant, Associations Forum

Revenue Streams and Investments for Sustainability

Stephen Tait, Director of Strategy and Projects, Randwick Waverly Community Transport

The Future of Digital Events and What it Means for Your Association

Presented by Redback Conferencing

What Exhibitions can do for an Association

Troy Williams, CEO, Australian Dental Industry Association

More to be announced.

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AFNC16 Speaker John Brogden, MD & CEO, Australian Institute of Company Directors

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Go to <https://associations.net.au> or contact claire@associations.net.au

Please return form and payment to: Associations Forum Pty Ltd
Post: PO Box 810, Artarmon NSW 1570 **Fax:** 61 2 9411 8585 **Email:** lucy@associations.net.au
Enquiries and phone registration: **Tel:** 61 2 9904 8200
Online registration: Go to afnc.associations.net.au
Group booking offer: Group discounts are available. Contact claire@associations.net.au for more information.
Sponsorship/Exhibition enquiries: Contact Blair Barker, Corporate Partnership Manager for more information at blair@associations.net.au

PERSONAL DETAILS - PLEASE COMPLETE ONE REGISTRATION FORM PER DELEGATE

Title	Name	Position		
Organisation		Phone	Fax	Mobile
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Town/Suburb			State	Postcode
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Dietary requirements				
<input type="checkbox"/> I consent to having my email address distributed to event attendees <input type="checkbox"/> I consent to having my email address distributed to event sponsors and exhibitors				

CONFERENCE REGISTRATION

UNTIL 8 MAY 2017

AFTER 8 MAY 2017

NFP member of Associations Forum	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1,100
NFP non-member of Associations Forum	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,540
NFP member of Associations Forum <i>Single day</i>	<input type="checkbox"/> \$550	<input type="checkbox"/> \$660
NFP non-member of Associations Forum <i>Single day</i>	<input type="checkbox"/> \$770	<input type="checkbox"/> \$880
Non-exhibiting supplier	<input type="checkbox"/> \$2,420	<input type="checkbox"/> \$2,640

CONFERENCE EVENTS

Please tick if you will be attending the following events included in your registration

- Introduction to Associations Session (Sun 16 July)
 First Timers and Solo Attendees' Session (Sun 16 July)
 Welcome Drinks (Sun 16 July)
- CEO Breakfast - exclusive to CEOs (Mon 17 July)
 Conference Dinner (Mon 17 July)

OPTIONAL EXTRAS

Please tick if you will be attending the following optional event

- Sydney Sights Walking Tour (Sun 16 July)
 Welcome Drinks extra guest @ \$66
 Conference Dinner extra guest @ \$165

Guest name _____ Guest dietary requirements _____

PAYMENT SECTION

Please invoice

TOTAL \$(AUD) _____

I wish to pay by cheque in AUD payable to Associations Forum Pty Ltd or Visa MasterCard AmEx[®] Diners[®] Electronic Funds Transfer (We will supply details)

Card No _____ CCV _____

Name of Cardholder _____ Expiry Date _____ / _____ Signature _____

ACCOMMODATION

To view and book accommodation via our accommodation provider **Ozaccom+**, please visit our website at <https://afnc.associations.net.au/>

Ozaccom+ was established in 1992 and today, is a collective of specialty conference support teams providing the following services:

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- Ozaccom+ owned event software, Event Palette.



All prices indicated are in AUD and include GST. Tax invoice will be supplied Associations Forum Pty Ltd ABN 53 105 365 160. # Please note: AmEx and Diners incur a 4% surcharge.

Payment Terms: Invoices have a payment term of 14 days from the date of issue. All invoices must be settled prior to the event. Registrations received within 14 days of the commencement of the event need to be settled immediately and prior to the event. Failure to make payment as required may result in cancellation of registration. A surcharge of 4% applies to Amex and Diners.

Refunds and Cancellations Policy: A full refund less administration fees will be provided for all cancellations received in writing at least one month prior to the event. No refunds will be given for any cancellations received within a month of the event or for non-attendance on the day. Delegate substitutions may be made at any time subject to the communication to, and approval by, Associations Forum. If a replacement delegate is not a member, the non-member fee will apply and the difference must be paid immediately and prior to the event.

Visit <http://associations.net.au/events/events-policy/> for a full list of terms and conditions



You can also register and book your accommodation online at afnc.associations.net.au