

The sixth annual

HR SUMMIT 08 SYDNEY

2-3 APRIL 2008
SYDNEY CONVENTION
& EXHIBITION CENTRE

ASIA-PACIFIC'S LEADING HR AND MANAGEMENT EVENT

Join over **600** of your peers and over **40** sponsors and exhibitors!

- FREE industry expo
- FREE interactive workshops
- FREE networking drinks
- Extensive two-day conference
- FREE speed networking
- PLUS win great prizes including a \$3,500 voucher, brought to you by RedBalloon Days



SEE HOW TO:

- Implement better retention strategies
- Become an employer of choice
- Harness CSR as an HR strategy
- Manage critical IR changes
- Improve your interviewing techniques
- Reduce staff turnover
- Increase staff morale and productivity
- Exceed goals with proven athletic strategies
- Achieve business success and be recognised

“This is the one event in the year that justifies time out of the office”

HR Summit 07 Sydney delegate Jodi Fisher, regional human resource manager, Connell Wagner

EARLY BIRD OFFER!

Register and pay by 7 March 2008 and receive \$100 off. PLUS the first 30 registrations receive an MP4 player!

* conditions apply



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HR SUMMIT 08

CONFERENCE AGENDA

day one



9.00 – 9.05 Introduction from the Chair and opening remarks

Mark Orson, business director, The Right Group



9.05 – 9.10 Gold sponsor opening address

Julie Carran, general manager, 2discover

9.10 – 10.00 Strategies for success in business and life

PLENARY KEYNOTE SESSION

Recently awarded the PWC National Franchise Woman of the Year 2007, Karen Matthews was also the Telstra NSW Business Woman of the Year 2004 and PWC NSW Franchise Woman of the Year 2005.

She has successfully developed Ella Baché into a \$20m company with revenue growth of 54% over the last three years. In 2007 Ella Baché was listed by BRW as the 16th fastest growing franchise in Australia.

In this session, she will share the secrets of her success in business and life, and is an unmissable opportunity to hear from one of Australia's most respected and successful businesswomen.

Karen Matthews, CEO, Ella Baché



10.00 – 10.30 Morning break

10.30 – 11.20 Innovative strategies to retain staff

CASE STUDY

- Hear about St.George's successful retention strategy
- Hear proven and pioneering ways to use employee benefits to attract, retain and motivate high performers
- Learn how an effective employer value proposition can help you retain staff

Robert Marriott, general manager, human resources (corporate), St.George Bank



11.20 – 12.20 Industrial relations update

LEGAL

- What will change under the new workplace law regime and when will the changes be implemented?
- Determine your rights and responsibilities as an employer
- Identify risks and opportunities for your business under the new regime

Tim Capelin, managing partner, Australian Business Lawyers



12.20 – 1.30 Networking lunch brought to you by 2discover

1.30 – 2.15 Wellness programs as a business strategy

CASE STUDY

- Learn about BMW's successful 'wellness' initiatives
- Identify why health at work should be a priority in every organisation and encourage lifestyle changes that can reduce employee health risks
- Hear about BMW's HR strategy to determine and respond to employee aspirations via its C.A.R.E. program

Adrian Dolling, general manager – HR, BMW Group Australia



2.15 – 3.00 Aligning employees with brand values

CASE STUDIES - Hanson and Cement Australia

- The link between brand and talent
- Attract and retain the best talent through the 'gravity effect' of a powerful brand
- An inside out approach to brand strategy
- Motivating employees to live and breathe brand
- Leadership - turning talk into action

Mark Orson, business director, The Right Group



3.00 – 3.20 Afternoon break

3.20 – 4.15 How to use corporate social responsibility (CSR) to attract and retain staff

PANEL DISCUSSION



- How to integrate CSR policies with your HR strategies
- Identify whether CSR will be a powerful talent attraction and retention tool for you
- Understand how CSR contributes to financial performance



Chair: Dexter Dunphy, distinguished Professor and head of the Corporate Sustainability Research Unit, UTS

Panel members include:



- *Alison Ewings, advisor, corporate responsibility & sustainability, Westpac*



- *Sally Loane, director of media & public affairs, Coca-Cola Amatil*

- *Adrian Ditcher, general manager corporate social responsibility and quality, TNT Australia (winner of the 2007 HR Award for Corporate Citizenship)*

4.15 – 5.00 Flip the switch – Boosting your productivity

INTERACTIVE KEYNOTE SESSION

- Proven strategies used by the world's leading athletes and coaches to inspire optimal performance
- The four different performance zones: chill, thrill, spill and kill
- The seven switches of performance: how to be on when you have to and off when you can
- How to avoid 'road runner syndrome' and set yourself up for a high performance day – every day
- The latest research on positive psychology and productivity



Andrew May, performance expert, Switched on

5.00 – 6.00 Cocktail function and speed networking brought to you by The Right Group

Speed Networking is the new, exciting and highly productive way to meet your fellow delegates and industry leaders – all in the one place! Maximise the value of your time at the HR Summit and capitalise on this opportunity to meet more people in a one-hour session than you could anywhere else. Use this fun and fast-paced session to exchange business cards, set up meetings, and initiate profitable business relationships.

free workshops – day one



9.30 – 11.00 Australian experiences in HR outsourcing: Case studies and practical solutions

John Rawlinson, CEO, Talent2

Most HR managers spend too much time on administration rather than developing and engaging their people. In response, companies worldwide are seeking a competitive advantage by outsourcing their transactional HR requirements.

In this crucial workshop, Rawlinson will draw on 20 years' experience to explain how you can make outsourcing work, save money and more importantly give you more time to focus on your strategic advisory role.

Featuring interactive break-out discussions on recruitment, learning and payroll, this workshop has been brought to you by Talent2.



2.00 – 4.00 A case study: Recruiting safe workers and its benefit to your bottom line

Steven Dahl, managing director, Onetest

More than 90% of workplace accidents are caused by human error.

Research shows that some employees are more prone than others. Imagine if you could filter-out these candidates at the recruitment stage.

In this practical workshop, you will receive expert advice on how you can measure the safety risk of candidates and reduce your workplace injuries. Dahl will take you through the interview process with proven psychology principles to show you how to measure safety control, risk aversion, stress management, drug aversion and attitudes toward violence. *Brought to you by Onetest*

“Right on the pulse”
Renna Kats, senior manager, human resources,
Copyright Agency Limited

FREE GIFT

Conference and Directors Forum delegates are entitled to this great travel bag. Available on-site at the HR Summit 2008

*conditions apply



CONFERENCE AGENDA

day two



9.00 – 9.05 Opening remarks from the Chair

Mark Orson, business director, The Right Group

9.05 – 9.10 Platinum sponsor opening address

Mark Orson, business director, The Right Group

9.10 – 10.10 Pre-employment screening and detecting deception

PLenary KEYNOTE SESSION

Seven parts of the brain's cortex are stimulated to lie, four to tell the truth. Your body doesn't lie. What are you really saying?

Steve van Aperen is known throughout Australia as an expert in the field of interviewing and detecting deception. Steve has received extensive training from the world's leading international investigative authorities in how and why people deceive.

He is often consulted by the media and has been affectionately named 'the human lie detector'. Throughout his career Steve has conducted hundreds of interviews, ranging from interviewing homicide suspects to pre-employment screening.

Don't miss the opportunity to learn practical interviewing techniques that can help you identify if your job applicants are lying.

Steve Van Aperen, expert in the field of interviewing and detecting deception

10.10 – 10.40 Morning break brought to you by TANDBERG

10.40 – 11.25 Linking your HR strategies to the company's big picture

CASE STUDY

- Hear about the three keys to Rendezvous Hotels and Resorts International's strategic HR initiatives: clear branding, culture development and talent management
- Find out how Rendezvous measures the outcomes of HR initiatives and proves their direct impact on the company's big picture
- Learn new ways to add value across the organisation and be seen as a true strategic business partner

Patrick Sheehan, VP human resources, Rendezvous Hotels and Resorts International

11.25 – 12.10 Executive remuneration in Australia – Managing in a changing environment

EXPERT INSIGHT

- The current remuneration environment
- Accounting, regulatory and market developments in executive remuneration
- Australian public company practices
- The link between executive performance and reward
- Emerging trends in executive remuneration

Michael Hogan, partner, human capital, Ernst & Young Australia

12.10 – 1.20 Networking lunch brought to you by The Right Group

1.20 – 2.05 Succession planning and talent management

CASE STUDY

- Hear how David Jones has created a succession planning strategy that draws on deep and well-prepared talent pools from within the company
- How to identify untapped talent within your organisation
- Find out how you can use your succession strategy to retain top talent

Katrina Boulton, regional HR manager – HR Operations, David Jones

“An excellent opportunity to be a part of the HR challenges in the current market and learn from other people's experiences”

Jan Marsden, head of human resources, Tribeca Learning (Aust.) Pty Ltd



2.05 – 2.50 How to become an employer of choice

CASE STUDY

The Cancer Council NSW employs over 300 staff and a volunteer workforce of 3,000 across NSW throughout the year. In spite of its limited resources, the charity's creative approach to HR initiatives has made it the first not-for-profit organisation awarded a Hewitt Best Employer.

- Hear how The Cancer Council has created an award-winning culture of engaged staff and volunteers
- Learn how to overcome challenges in sustaining a culture of engagement
- Find out how to be an employer of choice on a shoe-string budget
- Hear about The Cancer Council's award-winning strategy to identify leaders among its volunteer workforce

Liz Yeo, HR manager, The Cancer Council NSW (winner of the 2007 AHR Leadership Award)

2.50 – 3.10 Afternoon break

3.10 – 3.20 Announcement of prizes and giveaways by sponsors

3.20 – 4.00 Fundamentals of a Great Place to Work®

CASE STUDIES – Google, Procter & Gamble, and FedEx Corporation

- Understand the essential ingredients to create a positive workplace – credibility, respect, fairness, pride and camaraderie
- Learn to build the framework for a successful and happy workplace
- Find out how top international companies are creating fantastic workplaces (and how you can copy them)
- Identify opportunities for change in your organisation

Chris Taylor, director, Great Place to Work Institute, Australia

4.00 Close



free workshops – day two



9.30 – 10.30 Work-life balance: Possibility or pipedream?

Anne Hollonds, CEO, Relationships Australia

Work-related stress can affect employees' personal wellbeing, and difficulties at home can affect their performances at work. Forward-thinking organisations are assisting their employees with relationship issues in order to improve staff morale and productivity. In this interactive workshop, you will find out how to effectively and sensitively manage relationships in the workplace and therefore reduce your turnover costs, absenteeism, disciplinary action, accidents and grievance activity.

Brought to you by Relationships Australia



11.00 – 12.00 Videoconferencing: Facing the future of HR

Philip Siefert, country manager, TANDBERG

Nicolas Dorneyko, regional sales manager, TANDBERG

As companies expand their business globally, new challenges and opportunities arise for HR professionals.

This highly interactive seminar will show you how videoconferencing can provide you with a greater access to a diversified and global workforce. Discover how you can conduct recruitment interviews with candidates while they are sitting continents apart, share best practice and training techniques in a cost-effective way, and improve internal communications with existing and prospective employees located in separate geographic areas and time zones. Brought to you by TANDBERG



2.00 – 4.00 Strategy mapping – Connecting people to strategy execution

Lyle Potgieter, CEO, PeopleStream

Strategy communication often fails one or two levels below the executive team. Strategy mapping aligns every single employee as an important contributor to the organisation's strategy.

In this workshop, learn how strategy mapping can produce clearly defined objectives with measurable results for your company. Understand the three key steps to successful strategy mapping – aligning, planning and communicating.

Brought to you by PeopleStream

* Key Media reserves the right to vary the program and speakers due to any cancellations or rescheduling

REGISTRATION FORM

This is a **TAX INVOICE** when completed ABN 74 096 504 308



A SELECT YOUR PROGRAM

Registration fees includes the cost of papers, delegate bags and five-star lunches

EARLY BIRD

Register and pay by 7 March 08

STANDARD PRICE

Conference	Conference (includes entry to conference sessions 2-3 April 08)	<input type="checkbox"/> \$595 (excl GST)	<input type="checkbox"/> \$695 (excl GST)
Directors Forum	Directors Forum (this pass will grant you access to the Directors Forum sessions PLUS the Conference sessions NB. Directors Forum sessions run concurrently to the Conference)	<input type="checkbox"/> \$995 (excl GST)	<input type="checkbox"/> \$1,095 (excl GST)
Team pass	A discount is available to three employees from the same organisation (includes one Directors Forum pass and two Conference passes, 2-3 April 08)	<input type="checkbox"/> \$2,095 (excl GST)	<input type="checkbox"/> \$2,295 (excl GST)

B EXPO PASS, 2 - 3 APRIL 2008, 9.00 - 5.00 FREE TO ATTEND

Register me as a visitor to the expo only

All delegates are automatically entitled to free entry to the expo. If you have registered for a package above, do not tick this box

C WORKSHOPS FREE TO ATTEND

All delegates and expo visitors are automatically entitled to free entry into the workshops, however we do need to confirm numbers

- Australian experiences in HR outsourcing: Case studies and practical solutions - day one, 9.30 - 11.00
- A case study: Recruiting safe workers and its benefit to your bottom line - day one, 2.00 - 4.00
- Work-life balance: Possibility or pipedream? day two, 9.30 - 10.30
- Videoconferencing: Facing the future of HR - day two, 11.00 - 12.00
- Strategy mapping: Connecting people to strategy execution - day two, 2.00 - 4.00

D NETWORKING DRINKS FUNCTION DAY ONE, 5.00 - 6.00 FREE TO ATTEND

E OFFICIAL HR SUMMIT 08 SPEED NETWORKING FUNCTION, DAY ONE, 5.00 - 6.00 FREE TO ATTEND

This session will run as part of the networking drinks function, however, we do need to confirm numbers.

EARLY BIRD FREE GIFT

Conference and Directors Forum delegates are entitled to an MP4 player - available on-site at the HR Summit 2008

*limited to the first 30 registrations received



F PERSONAL DETAILS

Company _____

Address _____

City _____ State _____ Postcode _____

Phone _____ Fax _____

>Delegate 1: First name: _____ Surname: _____ Job title: _____
 Mobile: _____ E-mail: _____

>Delegate 2: First name: _____ Surname: _____ Job title: _____
 Mobile: _____ E-mail: _____

>Delegate 3: First name: _____ Surname: _____ Job title: _____
 Mobile: _____ E-mail: _____

A delegate list may be provided to our speakers and stakeholders. To be excluded from this list please tick

A reminder message may be sent by SMS, please tick this box to be excluded from this list

FAX BACK TO +612 8437 4750

G PAYMENT (PLEASE NOTE PAYMENT IS REQUIRED PRIOR TO THE EVENT)

Charge to MasterCard Visa Diners AMEX (AMEX 4 digit pin _____)

We can accept American Express and Diners cards, but there will be a process fee of 4% added to your invoice.

Credit card number: _____ - _____ - _____ - _____ Expiry date: ____/____/____

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I enclose payment by cheque (Cheques made payable to: Key Media Pty Ltd)

Cancellation and transfer: If you are unable to attend, a substitute delegate is welcome at no extra charge. Alternatively, inform us 6 weeks before the start date and receive a full refund. Cancellations received 14 or more working days in advance will incur a 50% charge of the GST inclusive rate. The company regrets that no cancellations will be accepted within 14 working days of the start date, however, course documentation will be sent to the delegate. Should we cancel or postpone a conference, delegates will receive a full refund. Key Media is not responsible for any loss, damage or additional costs as a result of an alteration, cancellation or postponement of a conference. We reserve the right to vary the program and speakers.

Privacy: Information provided in the registration form will be entered into our database for the purpose of processing payments and registrations. We may also use it to provide you with future marketing material. A list of seminar participants will be provided to our presenters and stakeholders.

WEB

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