

13TH ANNUAL

ASSOCIATIONS FORUM NATIONAL CONFERENCE



16 - 17 July 2018

Gold Coast Convention
and Exhibition Centre, Queensland

🐦 #AFNC18

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BUSINESS EVENTS



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DAY 1 MONDAY 16 JULY 2018

DAY PRIOR: SUNDAY 15 JULY 2018

2:00pm – 6:00pm Registration Opens *Foyer C, Ground Floor*

3:00pm Room 5, First Floor

An Introduction to Associations

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

- How associations work
- Different associations models
- Common challenges

Facilitated by Associations Forum

4.30pm Room 5, First Floor

First Timers and Solo Attendees Session

Facilitated by Associations Forum

5.30pm Foyers E & F, First Floor

Welcome Drinks

7.00pm Exclusive Tourism New Zealand Dinner

For Gold Members of Associations Forum and VIPs Only

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DAY 1: MONDAY 16 JULY 2018

7.00am CEO Breakfast

CEO Breakfast (Exclusive to CEOs)

Sofitel Gold Coast Broadbeach,

81 Surf Parade, Broadbeach QLD 4218

Sponsored by International Convention Centre Sydney

**ICC
SYDNEY**

8:00am Registration

Foyer C, Ground Floor

8:00am Arrival Tea and Coffee

Hall 1, Ground Floor

8.45am Opening Plenary

Arena 1B, Ground Floor

Welcome to the 13th Associations Forum National Conference

Conference Chair: Natalia Vukolova, CEO,

Royal Australian and New Zealand College of Radiologists

Welcome from Associations Forum

John Peacock, CEO, Associations Forum

Welcome from Major Sponsor

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9.15am Association Resilience and Results

Troy Williams, CEO of Australian Dental Industry Association, which was awarded Association of the Year 2017, will look at how resilience allows you to use sources of stress and traumatic events as constructively as possible. Using real-life examples of success, and some pretty monumental setbacks that all association leaders will experience at some stage in their working career, you'll find out why one of Australia's association leaders wakes up every day with enthusiasm after twenty years in the sector.

Troy Williams, CEO, Australian Dental Industry Association, Association of the Year 2017

9.45am Trust, Transformation and Career Transition

In a 35+ year-long career which has spanned working as a print, radio and television journalist, including three years in Canberra's Federal Press Gallery, then nearly a decade working for beverage giant Coca-Cola Amatil, Sally Loane then transitioned into running a peak industry organisation. Sally, who is also a non-executive director on the boards of Venues NSW and Destination NSW, will share her perspectives on a diverse portfolio career which also includes the family-work juggle, writing a book on child care and giving back to the community through charity work.

Sally Loane, CEO, Financial Services Council

10.15am Morning Tea and Exhibition

Hall 1, Ground Floor

11:00AM PARALLEL SESSIONS

2A Central Room B, Ground Floor

Associations Delivering Recognised, Structured Education

Beyond brief short courses, many associations provide training and continuing professional development (CPD) that assists careers and job mobility. This panel will delve into the different aspects of training and CPD within associations, including:

- For trade-based associations, how RTOs deliver recognised certificate courses
- For associations with university graduate pathways, keeping members linked to the association with CPD and connected credentials
- The changing landscape of learning and members' needs

Chair: Adrian Hart, Manager - Client Services, Associations Forum

Anita Hobson-Powell, CEO, Exercise & Sports Science Australia

Dean Brakell, CEO, Furnishing Industry Association of Australia

Amelia Hodge, CEO, The Australian Property Institute

2B Central Room C, Ground Floor

Being an Effective Director or Chair on a Board

Chairs of the Board (often called the President) are an essential link between the Board and the head of staff. Being an effective Chair can influence the achievement of goals and harmony of the association. This experienced panel will cover:

- Processes that make the Chair/President role easier
- Analysing how your association, the Board and the Chair can add value
- Working with the CEO to advance the association through a Plan

Chair: John Peacock, CEO, Associations Forum

Dato' Dr. Zaliha Omar, President,

Malaysian Association of Rehabilitation Physicians

Andrew Leedham, National President,

Australian Institute of Traffic Planning and Management

Julia Mant, President, Australian Society of Archivists

2C Central Room A, Ground Floor

Membership Engagement & Retention: Tips and Perspectives

Every association needs to retain as many current members as possible. This experienced panel will illustrate how their association approaches member retention and engagement along with the lessons learnt from applying these strategies and processes.

- The real reasons members renew – services offered or goodwill?
- How quality member engagement makes retention easier
- Member profiling and segmentation: Choosing what to profile and the systems and processes to support it

Chair: Claire Bell, Member Engagement Manager, Associations Forum

Evelyn Balmeo Salire, Secretary General, Philippine Retailers Association

Sara-Jane Evans, Head of Membership & Commercial Services, Property Council New Zealand

Colin Fruk, General Manager Membership Engagement, Chamber of Commerce and Industry Queensland

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12.30pm Lunch and Exhibition

Hall 1, Ground Floor



Gold Coast Convention and Exhibition Centre

Gold Coast Convention and Exhibition Centre, Queensland

2684-2690 Gold Coast Hwy, Broadbeach QLD 4218

1:30PM PARALLEL SESSIONS

3A Central Room B, Ground Floor

Avoiding Fraud in Associations

All associations and charities must guard their finances and ensure robust systems to prevent fraud. Yet recent experiences show that dishonesty can occur. The panel will discuss:

- How fraud was detected at RSL NSW
- The process and findings of the NSW Government Public Inquiry
- Systems, processes and attitudes to avoid fraud in associations

Chair: Denys Correll, Manager - Client Services, Associations Forum
Glenn Kolomeitz, Principal, Glenn Kolomeitz Lawyers
Michelle Rabsch, Barrister, 12 Wentworth Selborne Chambers
Vishal Modi, Director - Audit & Assurance, Hill Rogers



Sponsored by Hill Rogers

3B Central Room C, Ground Floor

Digital Transformation

Chair: Christian Capper, Operations Manager, Associations Forum

Best-Fit IT on an Association's Limited Budget

The ever-increasing pace of technological change can be overwhelming and yet presents associations with valuable opportunities. Leah Boucher offers practical advice learnt through ATEM's digital journey, to assist in maximising your association's website and database potential, including:

- Roadmapping for success
- Scoping needs and selecting best-fit options
- Managing change and stakeholder inclusion
- Using disruption to your advantage
- Forecasting your association's digital demands

Leah Boucher, Web & IT Manager,
Association for Tertiary Education Management

RANZCR's Journey of Digital Transformation

Digital transformations require a lot of planning, time, effort and money to succeed. Craig Horton will share some key lessons from the recent and successful digital and CRM transformation at RANZCR.

- How strong relationships between CEO, Board of Directors and Senior Management help drive success
- How the digital transformation of an 83-year-old medical college took only 3.5 years
- Why the transformation provided the opportunity to reflect on the organisation's IT, executive relations and possible areas of improvement

Craig Horton, Head of Information Technology,
Royal Australian & New Zealand College of Radiologists

Sponsored by Clade Solutions



3C Central Room A, Ground Floor

Business Development Techniques for Associations

Members and sponsors deliver multiple benefits to associations. In this highly practical session, Richard Woodward will discuss critical business development techniques including:

- The three pillars of effective business development
- How to create real value for sponsors and members
- Strategies for effective servicing and retention

Chair: Carol James, Member Services Manager, Associations Forum
Richard Woodward, Business Development Strategist,
Richard Woodward & Associates

Sponsored by Dixon Advisory



3.00pm Afternoon Tea and Exhibition

Hall 1, Ground Floor

3:45PM PARALLEL SESSIONS

4A Central Room C, Ground Floor

Addressing Governance Challenges for Associations

This facilitated workshop will examine five hypothetical situations involving governance challenges and issues for associations. These are based on real life cases we have encountered through our work with members and clients over the past few years.

Denys Correll, Manager - Client Services, Associations Forum

Kathy Nguyen, Manager - Client Services, Associations Forum

4B Central Room B, Ground Floor

Transforming and Rebuilding Associations

Associations have life cycles, including times when they need to reassess purpose, structure or services. When looking towards the future, an association must ask whether it is stagnant or is continually moving forward with the times. This panel will address:

- Analysing if an association has lost its way, and if so in what way
- Groundwork to convince the Board or members that there is a problem to be fixed
- Personal characteristics: when to push forward (or not) and staying focussed

Chair: Natalia Vukolova, CEO,
Royal Australian & New Zealand College of Radiologists

Gillian Stapleton, Executive Director,
Direct Selling Association of Australia

Mark Fraser, CEO, Pet Industry Association of Australia Ltd

Chris Whitehead, CEO & Managing Director,
Financial Services Institute of Australasia

4C Central Room A, Ground Floor

Social Media and its Place in Association Communications

Whilst social media is becoming established in the associations' communications arena, it is still a challenge ensuring there is continual engagement between the association and its members. Speakers will discuss:

- Importance of social media in association member engagement
- Using social media as a primary form of communication
- Tips and techniques for successful implementation

Chair: Philippa Shelley Jones, Editor ASSOCIATIONS, Associations Forum
Rebecca Shaw, General Manager of Marketing, Events & Communications,
Netball NSW

Katie Bell, Social Media Manager,
Chartered Accountants Australia & New Zealand

Rachelle Gibson, Director of Marketing & Industry Partnerships, Ausfilm

5.15pm Close of Day 1

7:00pm - 11:00pm Conference Dinner

Sea World Resort & Conference Centre,
Seaworld Drive, Main Beach QLD 4217

Sponsored by Destination Gold Coast Business Events
and Sea World Resort & Conference Centre



11.00pm After Party

Cherry Cocktail Bar, The Star Gold Coast,
Main Gaming Floor, 1 Casino Drive, Broadbeach QLD 4218

DAY 2 TUESDAY 17 JULY 2018

DAY 2: TUESDAY 16 JULY 2018

7.00am SIG 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 Central Room B, Ground Floor
- Communications Central Room C, Ground Floor
- Events Room 4, First Floor
- Membership Central Room A, Ground Floor

Breakfast is included.

8:00am Registration

Foyer C, Ground Floor

8:00am Arrival Tea and Coffee

Hall 1, Ground Floor

LEARNING LABS

Hall 1, Ground Floor

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

DAY 1

11:15am – 11:45am

Engaging Millennials – The Game ALL Associations Can Play!

Brenda Mainland, Director, Survey Matters
John Apter, Relationship Manager – Professional Associations, Access1st
Emma LaPorte, Research Analyst, Survey Matters

1:45pm – 2:15pm

Tips for Reviewing Your Constitution

Kathy Nguyen, Manager – Client Services, Associations Forum

2:25pm – 2:55pm

Strategic Planning Methodology

John Peacock, CEO, Associations Forum

4:00pm – 4:30pm

Findings from the Associations Forum Financial Benchmarking Project

Ron Switzer, Consultant, Associations Forum

DAY 2

9:25am – 9:55am

In-House Governance Training

Denys Correll, Manager – Client Services, Associations Forum

11:00am – 11:30am

Remuneration in Associations: Does Money Really Matter?

Mark Werman, Managing Director, Wentworth Advantage

11:40am – 12:10pm

Practical Guide to Data-Driven Membership Associations

Ilya Frolov, Managing Director, Perx and Infinite Rewards

1:30pm – 2:00pm

How to Run an Advocacy Campaign in an Election Year

Ben Riley, Campaign Director, Fifty Acres

8:30AM PARALLEL SESSIONS

5A Central Room A, Ground Floor

Association Events: From Strong to Must-Attend

Successful meetings and events can directly assist the success of an association. They satisfy the need of members for knowledge and also make a surplus. This panel will discuss:

- Modern program development and presentation methodology
- Boosting delegate numbers and increasing attendee satisfaction
- Utilising technology for smooth logistics and larger surpluses
- Considerations for running international congresses and conferences overseas

Chair: John Peacock, CEO, Associations Forum
Kylie Clarke, Conferences & Events Manager, Royal Australian & New Zealand College of Radiologists
Julie Hood, Director - Events & Member Relations, Australian Petroleum Production & Exploration Association
Vicki Mayo, Executive Manager, Local Government Professionals Australia NSW

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5B Central Room C, Ground Floor

Being a Boutique Must-Join Association

Smaller associations of professional members have the advantage of being specifically targeted to the needs of a finite group, yet they lack advantages of scale. In this practical session, three associations will address:

- Why prospective members join: reputation, member services or overall value proposition?
- Members offerings, including aspirational professional credentials
- The balance between management by staff and governance by the Board

Chair: Kathy Nguyen, Manager - Client Services, Associations Forum
Kerry Davies, IPed Chair and Councillor, Institute of Professional Editors Ltd
Paige McNeil, Managing Director, Western Australian Primary Principals' Association
Leanne Stevens, National Vice President & Queensland Branch President, Migration Institute of Australia

5C Central Room B, Ground Floor

Financial Issues for Alert Associations

Associations are not-for-dividend membership mutuals that must raise income, control expenditure and guard retained earnings. Along with honesty and good financial judgement, association CEOs, Finance Managers and Treasurers need to consider:

- Defining who-does-what in regards to financial management and payments
- What are appropriate levels of financial equity – and can associations have too much?
- Practical tips for financial growth and security of accumulated funds

Chair: Ron Switzer, Consultant, Associations Forum
David Buley, Chief Financial Officer, Association of Independent Schools NSW
Amanda Jamieson, Finance & Administration Manager, Venue Management Association (Asia Pacific)
Susanne Behrendt, General Manager Finance & Operations, Institute of Managers and Leaders

10.00am Morning Tea and Exhibition

Hall 1, Ground Floor

Gold Coast Convention and Exhibition Centre, Queensland

2684-2690 Gold Coast Hwy, Broadbeach QLD 4218

10:45AM PARALLEL SESSIONS

6A Central Room A, Ground Floor

Making Your Association Appealing to Young Members

In times of rapid technological and social change, recruiting, engaging and retaining young members is increasingly a focus for associations. This panel will consider:

- Whether new generations have always been a challenge or especially now
- Will your Mission and core services appeal in times of disruption
- Practical ways to attract young members: modern and traditional ideas
- Embedding youth into the thinking of an association

Chair: Natalia Vukolova, CEO,
Royal Australian & New Zealand College of Radiologists
Carina Trinh, Vice President, Optometry NSW/ACT
Elly Phelan, Vice-President, Queensland Young Lawyers
Annick Ah Lan, Operations & Membership Manager,
Australian Institute of Quantity Surveyors

6B Central Room B, Ground Floor

How to Merge Associations – and is it Worth the Effort?

Associations sometimes need to merge for greater efficiency, reduction of member fees, or survival. As restructures or mergers are a challenging task, this session will cover fundamentals like:

- Reasons why associations and federations consider merging
- Stages of the merger, from negotiations to member votes
- Settling in the merger over the subsequent five years

Chair: Adrian Hart, Manager - Client Services, Associations Forum
Jeremy Irvine, CEO, Australian Dental Prosthetists Association
Anne Buck, CEO, Wounds Australia
Adj. Prof. John Kelly, CEO, National Heart Foundation

6C Central Room C, Ground Floor

Being the Voice for Your Members

Chair: Denys Correll, Manager - Client Services, Associations Forum

Advocacy: The good, the bad and the ugly

Advocacy can be a fabulously useful tool to build support, to galvanize and to influence change. But what does it take to be effective, and how can you avoid it all going horribly wrong. Chief Executive of the Victorian Healthcare Association, Tom Symondson, will share his insights drawing on real-life examples from a public healthcare policy perspective.

Tom Symondson, CEO, Victorian Healthcare Association Limited

Achieving our policy priority - luck or strategy?

The business events industry was recently successful in achieving its number one policy priority of a national bid fund to assist in attracting international business events to Australia. Find out if this was the result of a decade of strategic lobbying, pure luck, or other forces.

Andrew Hiebl, CEO, Associations of Australian Convention Bureaux

12.15pm Lunch and Exhibition

Hall 1, Ground Floor



Anna Meares OAM is Australia's greatest ever Olympic cyclist and the most decorated female track cyclist of all time.

During the 2004 Olympic Games in Athens, Anna won a Gold Medal and set a new world record in the Women's 500-metre time trial of 33.952 seconds. Seven months out from the 2008

Olympics, she broke her neck at the World Cup. Anna made an astonishing comeback and was back on her bike only 10 days after this terrible cycling accident. Following intensive rehabilitation, she was able to fight her way back and won a Silver Medal at the 2008 Beijing Olympics.

Anna Meares is proudly and exclusively represented by ICMI Speakers and Entertainers



1:15PM PARALLEL SESSIONS

7A Central Room A, Ground Floor

A Practical Guide to Sponsorship

Chair: Ron Switzer, Consultant, Associations Forum

Best Practice Sponsorship for Associations

As one of Australasia's leading corporate partnership advisors to the sector, Abby Clemence will guide you through the steps involved in best practice sponsorship for associations and learn:

- The framework you need to implement a successful sponsorship strategy
- Your Board and their role in sponsorship
- The true power in your sponsorship approach
- How to plan, find, connect with and keep your sponsors

Abby Clemence, Managing Director, Infinity Sponsorship

Sponsorship Practitioners: Tips and Tricks

This session will provide you with practical tips and advice on gaining sponsorship and retaining partnerships. Some points of discussion include:

- Examples of successful partnerships and comments on why some are less successful
- Key factors in the success of attaining and retaining sponsors
- Who should sell and manage sponsorship and partnerships: in-house managers or outsourced providers?

Michael Berdon, Event Sponsorship Manager,
Financial Planning Association of Australia

7B Central Room B, Ground Floor

Running a Major Peak Body

Large and influential associations play crucial roles in representing their industry, profession or cause. The CEOs are required to lead these organisations and achieve significant outcomes, often of national importance. This panel will discuss:

- Smooth and seamless relationships between CEO and Board
- CEO as the spokesperson and thought-leader
- Advantages of delegation of operational matters to a COO
- Being prepared for a crisis

Chair: Adrian Hart, Manager - Client Services, Associations Forum
Greg Hallam, CEO, Local Government Association of Queensland
Lesley Clarke, CEO, New Zealand Medical Association
Megan Motto, CEO, Consult Australia

7C Central Room C, Ground Floor

Associations, Charitable Foundations and Research

More established associations may be able to advance the art and science of their cause through research. However, valuable research requires funding and experience. This session will look at:

- Why membership associations established charitable foundations
- How charitable foundations raise money – and how much should they accumulate?
- Spending on research – how to do this wisely

Chair: Kathy Nguyen, Manager - Client Services, Associations Forum
Peter Parnell, CEO, Angus Australia
Emeritus Prof. Dorothy Bruck, Chair, Sleep Health Foundation
George Wilson, Business Development Manager,
Australian Podiatry Association

2.45pm Afternoon Tea and Exhibition

Hall 1, Ground Floor

3.30pm Closing Plenary

Arena 1B, Ground Floor

Anna Meares: Ingredients for Success, Staying on Top and Overcoming Adversity

Closing Remarks and Prize Draws

4:30pm Close of Conference

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19, 20, 27, 28	Tourism New Zealand, Auckland Convention Bureau, Venues Wellington, Conventions & Incentives New Zealand, Christchurch Centre, ChristchurchNZ Convention Bureau, Cordis, Auckland, New Zealand International Convention Centre (NZICC), SKYCITY Auckland Convention Centre
21	Adelaide Oval
22, 23, 24, 25	Destination Gold Coast Business Events

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solution based on Microsoft Dynamics 365

Fully integrated with **Microsoft's Office 365** suite of products and its finance solutions.

EXHIBITION MAP

Hall 1, Ground Floor

