

Separately bookable days

Interactive discussions

Accelerated networking

10 Award-winning case studies

Human Resources

AUSTRALIA'S LEADING HR PUBLICATION

presents the

HUMAN RESOURCES 2008

National Conference

INNOVATE + ENGAGE: FORWARD-THINKING HR

Award-winning case studies from:



Mike Cutter, *President & CEO, GE Money*



Rhicke Jennings, *Managing Director, FedEx Australia, New Zealand & Pacific Islands*



Kellie Tomney, *Executive Manager Recruitment and Branding Strategy, St George Bank*



Rose Clements, *Human Resources Director – Australia & New Zealand, Microsoft*



Alec Bashinsky, *National Partner, People and Performance, Deloitte*



Dean Sparshott, *General Manager Human Resources, Ergon Energy*



Makarand Tare, *Head of Organisation Performance, Novartis Consumer Health Australasia*



Kate Rimer, *Executive Director of People and Development, Mallesons Stephen Jaques*



Fiona Krautil, *Head of Advancement of Diversity, ANZ Bank*



John Taya, *Executive General Manager, Human Resources, Main Roads WA*

16 & 17 October 2008 | Melbourne Marriott

Register by 4 September for the Early Bird Discount, PLUS! All delegates receive a FREE 1 year subscription to Human Resources Magazine. Hurry! Register today and SAVE!

Benefit from the opportunity to:

- **ENGAGE** your staff and reduce turnover through a strong employer brand and value proposition
- **INCREASE** HR and staff's performance, productivity and contribution to the bottom-line
- **MANAGE** generational change and diversity in the workforce and uphold women in the workforce
- **TRANSFORM** your workplace to evolve with the demographic shift
- **DISCOVER** what the CEO wants the HR team to deliver in the CEO Interactive Panel



With guest speaker,

Penny Burke, *Thought Leader and Expert, Author of best-selling book, Forced Focus – the essence of attracting and retaining the best people*

Learn the elements of forced focus thinking to supercharge your employer branding and harness insight into Gen X & Y in the workforce.

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HUMAN RESOURCES 2008 National Conference

INNOVATE + ENGAGE: FORWARD-THINKING HR

Dear HR professional,

It is my pleasure to invite you to *Human Resources* magazine's National Conference: Innovate + Engage: Forward Thinking HR.

This year, we are launching a national event, bringing together Australia's leading HR professionals in **one dynamic, innovative and practical event**. Delegates will benefit from practical information on key and emerging HR issues to ensure your organisation is at the forefront of industry developments.

The renewed challenge of the decade is to **innovate and engage** staff to create a sustainable, profitable and competitive business. Companies can no longer turn a deaf ear to the importance of people to their business. But with baby boomers retiring and the influx of Generations X & Y into the workforce, the workplace is undergoing a major transformation.

By attending this event you will hear case studies from both industry and government on topics including how to improve employee engagement, steps to building a great employer brand, and the critical role that innovative talent management and a people-centric and performance-driven culture play in gaining a leading edge in a highly competitive and talent-short industry.

Showcasing innovation and excellence in HR, this year's conference is packed with an impressive line-up of speakers from award-winning organisations and leading employers of choice such as **St. George Bank, Microsoft, Ergon Energy, ANZ Bank, Mallesons Stephen Jaques, Deloitte, TNT** and many more ...

You will benefit from two interactive days which maximises networking opportunities, and that will leave you inspired and motivated to tackle the tough issues that HR professionals face in this day and age.

I encourage you to book your place today and we look forward to seeing you at the conference in October.

Yours sincerely



Craig Donaldson
Editor, *Human Resources* magazine

Who should attend

CEOs, Vice Presidents, Heads, Directors, General Managers, Managers, Executives and Specialists of:

- Human Resources
- People and Culture
- Learning and Organisational Development
- Performance Management / Development
- Coaching and Mentoring
- Capability Development
- Talent Management / Development
- Change Management / Transformation
- Rewards and Recognition

“Overall was very valuable.
Best conference I've attended!
Well worth the money to attend.”

HOTHOUSE INTERACTIVE

“Very informative – excellent forum
by which HR practitioners can
share relevant and innovative HR
practices.”

DORIC GROUP

“Content and presenters excellent!”

SUMMIT HEALTHCARE

DAY ONE THURSDAY 16TH OCTOBER 2008

8:30 **Conference registration**

9:00 **Welcome from the Chair**
Human Resources Magazine

INNOVATE + ENGAGE

9:10  **AWARD-WINNING CASE STUDY: Turbo-charging your brand: Breathing life into your employer branding and the employment experience for real business results**

- The journey towards becoming a market leader in employer branding and delivering needed talent
- Building a strong employment brand – a powerful tool for success
- Assessing what is your unique differentiating factor
- Developing a passion for your brand, an emotional connection and delivering on the promise
- Measuring the success of your employer branding campaign

Kellie Tomney, *Executive Manager Recruitment and Branding Strategy, St George Bank*

2007 Winner, Australian HR Awards – Employer of Choice and Innovation in Recruitment and Retention

9:50  **AWARD-WINNING CASE STUDY: Driving a culture of excellence: FedEx's People-Service-Profit!**

How does FedEx make the experience real, before and during employment, so that staff, customers and partners such as customs around the world respect and value the brand? This session will take an in-depth look into FedEx's People-Service-Profit philosophy, and explore the reasons why Stephen Spielberg and Tom Hanks approached Fred Smith to allow FedEx to have a starring role in the film *Castaway*.

- Creating a performance culture from the top
- Creating challenge, facilitating growth and enhancing knowledge
- Fostering a strong performance ethic, productivity and gains by facilitating your employees' goals, motivations and ambitions
- Harnessing your talent to contribute to the bottom-line

Rhicke Jennings, *Managing Director, FedEx Australia, New Zealand & Pacific Islands*

2006 / 07 Winner Hewitt Best Employers (FedEx New Zealand)

10:30 **Morning tea**

10:50  **AWARD-WINNING CASE STUDY: Putting people first: creating innovation in talent management to successfully retain staff**

Attracting talent in a talent-short economy is only the beginning of the challenge. Retaining them is where organisations really differentiate themselves in the marketplace. Rose Clements will share insight to their strategy – one that has resulted in voluntary employee turnover of less than 5% per annum in recent years. This session will explore:

- People Strategy and the link to systems theory
- Creating organisational culture “on purpose” using behavioural modelling techniques
- The criticality of building and sustaining management excellence
- Moving from rhetoric to realism in putting people first

Rose Clements, *Human Resources Director – Australia & New Zealand, Microsoft*

2006 / 07 Hewitt Best Employer

11:30  **AWARD-WINNING CASE STUDY: Corporate Citizenship - a key factor in employee engagement**

TNT Australia believes that its social contribution not only makes the world a better place but is also a source of pride for its employees, enriches the TNT brand and differentiates itself as an employer of choice.

- CSR policies and HR strategies: putting the pieces together
- Constructing a compelling case for CSR to attract and engage your workforce
- Gauging the bottom-line impact and weighing up against intangible benefits

Graham Bruce, *National Quality Systems Manager, TNT Australia*

2007 Winner, Australian HR Awards – Corporate Citizenship

2008 Finalist, Banksia Awards – Business Sustainability

12:10 **INTERACTIVE CEO PANEL DISCUSSION**
The HR Revolution: where does the future lead?

More and more organisations are recognising the importance of people to sustainable business; CEOs have a far more active role in human capital management than ever before. Organisations must compete fiercely for talent in a large global market. Thus HR is undergoing a revolution – and discovering creative and innovative strategies to win the war for talent. This interactive discussion will brainstorm on ideas, strategies and innovations in HR while providing an excellent avenue for networking.

- Workforce trends – a revolution of ideas
- HR transformation and the emerging strategic role of HR as a business partner
- What the CEO really wants the HR team to deliver
- Evolving to cope with talent shortage gripping the industry – shift in the balance of power to the employee
- What is the future of HR?

PANELLISTS:

Mike Cutter, *President & CEO, GE Money*

Rhicke Jennings, *Managing Director, FedEx Australia, New Zealand & Pacific Islands*

Maria Mercurio, *CEO, RSPCA Victoria*

Sam Sheppard, *Executive General Manager of Human Resources, Talent and Development, Commonwealth Bank of Australia*

Alec Bashinsky, *National Partner, People and Performance, Deloitte*

1:00 **Networking lunch for speakers and delegates**

HR + BUSINESS

2:00 **EXPERT INSIGHT: Minimising the confusion in transition: new government, new reforms and the phasing out of AWAs?**

With the recent 457 visa changes, and a new industrial relations system following the election of a new government, HR is at the crossroads to grasping the crux of the matter, meeting compliance obligations, minimising risk and maximising opportunities arising thereof. This session will explore:

- Labor's workplace agenda – examining implications and new obligations for employers
- Transitional workplace laws and the new national employment standards (NES)
- Translating and administering workplace relations changes
- Embarking on the transition – timeframes to look out for and preparedness

Leigh Stewart, *General Manager, Operations Development, Visy Recycling*

DAY ONE CONTINUED...

2:40

AWARD-WINNING CASE STUDY: Facing up to the HR business partner challenge: Constructing the HR business partnership

More and more companies are now acknowledging the importance of people as a company's most valuable asset, however, what does it take for HR to be in the driver's seat of the business?

- Examining the roadmap towards becoming an effective HR business partner
- Customer focus – an internal customer concept?
- Business-savvy HR: business skills to take you to the top
- Building and managing relationships with key stakeholders
- Constructing HR's reputation within the business – marketing HR and HR strategies

Makarand Tare, *Head of Organisation Performance, Novartis Consumer Health Australasia*

2006 / 07 Hewitt Best Employer

2007 Finalist, Australian HR Awards – Best Talent Management Strategy

3:20

Afternoon tea

3:40

AWARD-WINNING CASE STUDY: HR on the business agenda: Driving innovation, business growth and long-term business performance

- Aligning organisation's goals and strategy with its structure, culture, systems and people
- People advantage = competitive advantage: Achieving business goals and results through engaging staff
- Championing organisational development in your organisation: Forward-thinking HR and process innovation
- Demonstrating HR value in a government agency

Mike Doyle, *Manager Culture and Performance, Sydney Harbour Foreshore Authority*

2006 / 07 Hewitt Best Employer

4:20

CASE STUDY: HR Challenge: Managing cultural transformation throughout complex change

- Examining HR's role in change
- Embarking on organisational transformation
- Developing a framework for consistent change management – minimising impact on business
- Changing and supporting positive organisational perception
- Communicating with transparency as a critical factor to successful transition
- Empowering and rewarding flexibility to change

Maria Mercurio, *CEO, RSPCA Victoria*

5:00

Closing remarks from the Chair

5:10

Close of day one

5:20

Networking drinks

Take this opportunity to unwind and mingle with conference delegates and speakers.



DAY TWO FRIDAY 17TH OCTOBER 2008

8:30

Conference registration

9:00

Opening remarks from the Chair

WAR FOR TALENT

9:10

AWARD-WINNING CASE STUDY: The global talent war: Supercharging your recruitment strategy through powerful branding

- Developing and utilising your brand as part of the recruitment process – capitalising on the power of your brand
- Using strategic methods to differentiate your organisation in a competitive market
- Engaging your workforce into being ambassadors of organisations' brands and reputation
- Ensuring consistency of your employer branding on both external and internal levels

Dean Sparshott, *General Manager Human Resources, Ergon Energy*

2007 Winner, Australian Institute of Marketing Awards – Best Brand Extension

2007 Finalist, Australian HR Awards – Best Employer Branding Strategy

9:50

AWARD-WINNING CASE STUDY: Empowering to engage your workforce: forging your unique employee value proposition (EVP)

Forging your own unique google-esque culture begins from an understanding of your people's dreams and working on concrete ways to deliver on them, as well as creating that indispensable connection. Engagement is more than just cashing up your employees, in fact, one of the key motivators (or demotivators) to the Australian workforce is career progression (or a lack thereof). This session will explore:

- Gaining a 360 degree understanding of your people
- Gaining your competitive edge in an equally competitive job market
- Engaging your workforce as a key partner and contributor to business success
- Rewards and recognition – creating a total rewards strategy (including an attractive yet sustainable compensation scheme)
- The ingredients of engagement: building loyalty, commitment and trust
- Measuring employee engagement

John Taya, *Executive General Manager, Human Resources, Main Roads WA*

2007 Winner, Australian HR Awards – Employer of Choice

10:30

Morning tea

10:50

CASE STUDY: Sustainable leadership, sustainable business – creating the next generation of leadership

With skills shortage, and a tight job market plaguing the industry, who will succeed the baby boomers?

- Devising and implementing succession planning as a core business strategy
- One step ahead: anticipating the need for leadership roles
- Identifying, motivating and retaining high potentials – creating a culture for them to thrive
- Training and developing your future leaders: Equipping successors with the essential ingredients of success and leadership

Leanne Ansell-McBride, *Assistant Commissioner – Performance and Culture, Australian Taxation Office*

DAY TWO CONTINUED...

11:30

**AWARD-WINNING CASE STUDY: Sustaining leadership effectiveness and building high performance teams**

Generation X and Y are seeking to work in organisations that demonstrate strong leadership and commitment to the people within the organisation. Leadership and the creation of strong teams is becoming a critical factor in engagement. This session will address:

- Creating and instilling a talent framework throughout the organisation
- Strengthening leadership effectiveness to maintain engagement
- Investing in leadership development programmes and executing successfully
- Developing a performance culture to develop the talent of your people
- Facilitating a team culture and managing diversity

Alec Bashinsky, *National Partner, People and Performance, Deloitte 2007 Winner, Australian HR Awards, Best Employer Branding Strategy*

12:10

ACCELERATED NETWORKING

Fast-track your business networking in this high-speed not-to-be-missed social event. Meet, greet and exchange business cards with Australia's top HR business professionals. **Bring 100+ business cards** to ensure that this session provides the momentum to establish business contacts and networks that will benefit both you and your organisation.



12:40

Networking lunch for speakers and delegates**GENERATIONS**

1:40

KEYNOTE: Generational change, engagement and commitment – integrating key elements to create an engaging workplace brand

Penny Burke knows that the key to building greater engagement in the workplace is about building greater commitment. And commitment is not an easy thing to generate. Learn what aspects are key to understanding workplace commitment, how it can help attract and retain employees, and how you can go about building a more engaging workplace brand.

- Defining and articulating why commitment in the workplace is important
- What workers think is important at work
- The five key philosophies of commitment in the workplace
- Ideas for how to build a more engaging workplace brand
- Gen X & Y in the workforce – analysing the needs, key motivators and people dynamics of the new generation
- Examining the impact of generational change in Australia on workplace relations

Penny Burke, *Expert and Thought Leader, Executive Director, Essence Communications*

Penny Burke is the Director of Essence Communications and has worked in the field of marketing and advertising for over 20 years. Her experience has led her to be a true thought leader on the topic of Commitment. Penny is the author of the bestselling book Forced Focus – the essence of attracting and retaining the best people, which explores how to create a workplace brand that truly encourages the best employees to commit.

2:20

**CASE STUDY: Flexible Workforce Management: 50 is the new 40 in business**

A Mercer report discovers that the number of workers aged 55-plus in Australia, currently at 1.7 million, is expected to grow to nearly 2 million (17% of the population) towards 2012. Talent shortage and the shortage of loyal successors have pushed organisations to keep mature workers in the workforce for longer. Furthermore, flexible work conditions are nowadays the most attractive employee benefits according to a recent poll. This session will explore:

- The tug of war – managing flexible work arrangements without relinquishing control and productivity
- Creative work practices to engage and retain the mature age workforce
- Harnessing older workers to close the skills gap
- Managing diversity in the workplace

Fiona Krautil, *Head of Advancement of Diversity, ANZ Bank 2008 EOWA Employer of Choice for Women*

3:00

Afternoon tea

3:20

**AWARD-WINNING CASE STUDY: HR Innovation: Empowering, engaging and retaining women**

- Integrating talent retention and succession planning
- Creating development programmes tailored for women
- Fostering a culture of mentoring and coaching
- Meeting the challenges of flexible work practices
- Our results

Kate Rimer, *Executive Director of People and Development, Mallesons Stephen Jaques*

2007 EOWA Award – Leading organisation for the advancement of women (500+ employees)

4:00

**CASE STUDY: Transforming organisations – reinventing the workplace for the new (and old) generations**

What constitutes a great place to work? Grant Thornton, has taken a step ahead to attract and retain Gen Y worker amidst a highly competitive industry, by investing in a workplace makeover. The initiative has reaped results in staff recruitment, company branding and a competitive edge.

- Revolutionising the corporate mindset to manage the demographic shift
- Work environments that break the office stereotype
- Forget your ego and engage
- Facilitating a healthy work lifestyle
- Big impact rewards that are remembered – and work!

Larn Mulligan, *General Manager, Grant Thornton*

4:40

Closing remarks from the Chair

4:50

Close of conference

Priority registration form HUMAN RESOURCES 2008

National Conference

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to register

Phone: 1800 772 772
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Online: www.lexisnexis.com.au/HumanResources
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Please complete sections A, B, C, D

Conference code: PD9908 ABN: 70 001 002 357

A Delegate 1 details

Mr/Ms/Dr: _____
First name Last name

Position: _____

Organisation: _____

Postal address: _____

Suburb Postcode State

Telephone: _____

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Delegate 2 details

Mr/Ms/Dr: _____
First name Last name

Position: _____

Telephone: _____

Fax: _____

Email (required**): _____

Delegate 3 details

Mr/Ms/Dr: _____
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Position: _____

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3rd Delegate FREE!

** to send conference confirmation

B Please tick

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Conference Resources

- I am unable to attend but would like to purchase a set of conference papers for the **HUMAN RESOURCES 2008 National Conference** \$300 + GST = \$330

Team discounts

- Register and pay for 2 delegates for the **HUMAN RESOURCES 2008 National Conference** at the same time, from the same organisation and receive a pass for a 3rd delegate free.

For exhibition opportunities please contact Lynda.Oneill@lexisnexis.com.au

C Event pricing (please tick your selection)

Early Bird Special* (register & pay before 4 September 2008)

- | | |
|---|-------------------------|
| <input type="checkbox"/> Two-day conference | \$1,850 + GST = \$2,035 |
| <input type="checkbox"/> One-day conference | \$950 + GST = \$1,045 |
| <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 | |

Standard prices (register & pay after 4 September 2008)

- | | |
|---|-------------------------|
| <input type="checkbox"/> Two-day conference | \$1,950 + GST = \$2,145 |
| <input type="checkbox"/> One-day conference | \$1,050 + GST = \$1,155 |
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- I/we plan to attend the networking drinks on Thursday night.
No of attendees _____

D Payment details Payment is due upon registration

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Venue details

Conference: 16 & 17 October 2008
Venue: Melbourne Marriott
Cnr Exhibition & Lonsdale Street, Melbourne Victoria 3000
Tel: 03 9662 3900
Website: www.marriott.com

PROGRAM CHANGES

Details regarding this conference were confirmed and correct at the time of printing. LexisNexis reserves the right to cancel or amend the conference details at any time if required.

CANCELLATION

Your registration will be confirmed in writing when full payment is received. We will refund your registration in full less a \$165 administration fee if notification is received in writing by 17 September 2008. If we receive written notification between 18 September and 2 October 2008 you will receive a 50% refund and conference documents. No cancellation requests will be accepted after 2 October 2008. You may nominate a replacement however no refund will be issued.

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