PROGRAM

REGISTER TODAY: WWW.AUSAE.ORG.AU/ACE  1300 764 576
On behalf of the Australasian Society of Association Executives (AuSAE), I am delighted to invite you to the 2016 AuSAE Conference and Exhibition (ACE) on May 24-25 in Canberra, Australia.

AuSAE is the home for Association Professionals. We are your organisation and we strive to deliver value and benefits for you and your organisation. ACE is the pinnacle event on our calendar providing outstanding presentations and excellent opportunities to network and collaborate with a wide cross section of our sector and those who support us.

ACE 2016 will bring together some of the top leaders and professionals from across Australasia. Each of them will come along ready to share their thinking, their plans and their knowledge.

Throughout ACE 2016 there will be ample opportunities to connect with like-minded peers and colleagues. The personal and professional development options will inspire and educate you, and our exhibitors will be waiting to showcase their latest and greatest products and services to assist your organisational aspirations.

I encourage you to register your team to attend ACE 2016 for the insights, tools and motivation to more powerfully achieve the goals of your not-for-profit organisation.

The program will address a wide range of highly relevant topics including membership, governance, leadership, advocacy, revenue streams, event management, culture, innovation, future trends, engagement and content marketing.

I am excited about attending my first ACE in 2016 and look forward to catching up with you in Canberra.

Warm Regards,

Brendon Ward
Chief Executive Officer
Australasian Society of Association Executives
The National Convention Centre Team looks forward to welcoming you to Canberra for the Australasian Society of Association Executives Conference in May 2016.

Our multi-awarded Centre is perfect for conferences from 30 to 2500 delegates. Unrivalled in facilities, size and scope, the Centre provides a collection of more than 15 spaces over two floors and provides all delegates with a warm, open and hospitable welcome.

**OUR CURRENT AWARD WINS INCLUDE:**

2015 “Qantas Award for Excellence in Sustainable Tourism” - Australian Tourism Awards Finalist
2015 “Qantas Award for Excellence in Sustainable Tourism” - ACT Region Tourism Awards Winner
2015 “Best Meetings and Events Venue” - General Division - ACT AHA Awards Winner
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<td>9.00 AM</td>
<td>REGISTRATION OPEN</td>
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<tr>
<td>9.15 AM</td>
<td>KEYNOTE - ANDREW KLEIN, ACE MASTER OF CEREMONIES</td>
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<td>10.00 AM</td>
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<td></td>
<td>THE FUTURE OF MEMBERSHIP</td>
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<td></td>
<td>- CRAIG JOHNS, EXECUTIVE DIRECTOR, TRIATHLON ACT</td>
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<td>A QUANTITATIVE APPROACH TO MEMBER ENGAGEMENT</td>
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<td>- NATALIA VUKOLOVA, CHIEF EXECUTIVE OFFICER, THE ROYAL AUSTRALIAN AND NEW ZEALAND COLLEGE OF RADIOLOGISTS (RANZCR)</td>
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<td>SETTING YOUR ASSOCIATIONS DIGITAL STRATEGY (PANEL)</td>
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<td>- THERESA HOOGLAND, EXECUTIVE MANAGER-MARKETING &amp; STRATEGY, AUSTRALIAN INSTITUTE OF SUPERANNUATION TRUSTEES</td>
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<td>- MIKE ZEIERBERG, MANAGING DIRECTOR, ZUNI</td>
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<td>FROM PROFESSION-BASED TO SKILLED-BASED ASSOCIATION BOARDS</td>
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<td>- ANTONY NICHOLAS, CHIEF EXECUTIVE, OSTEOLOGY AUS (AUS)</td>
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<td>THE POWER OF ADVOCACY</td>
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<td>- JOHN PENDER, EXECUTIVE DIRECTOR, AUSTRALIAN PRESS COUNCIL</td>
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<td>HOW TO INCREASE MEMBERSHIP NUMBERS BY NOT RUNNING A MEMBER RECRUITMENT OR RETENTION CAMPAIGN</td>
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<td>- BELINDA MOORE, DIRECTOR, STRATEGIC MEMBERSHIP SOLUTIONS</td>
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<td>EFFECTIVE PR &amp; SOCIAL MEDIA</td>
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<td>- DEBBIE BRADLEY, ACCOUNTANT DIRECTOR, ZADRO AGENCY</td>
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<td>INFLUENCING THE POLITICAL ENVIRONMENT</td>
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<td>- DAVID QUILTY, EXECUTIVE DIRECTOR, THE PHARMACY GUILD OF AUSTRALIA</td>
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<td>EXIT THE FEDERATION? WHAT TO DO WHEN IT'S TIME TO SET AN INDEPENDENT COURSE ON THE NATIONAL STAGE</td>
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<td>- BRETT WRIGHT, CHIEF EXECUTIVE OFFICER, HEAVY VEHICLE INDUSTRY AUSTRALIA &amp; RANDALL PEARCE, MANAGING DIRECTOR, THINK: INSIGHT &amp; ADVICE PTY LTD</td>
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<td>ACE CELEBRATION GALA DINNER, AUSTRALIAN INSTITUTE OF SPORT</td>
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<td>KEYNOTE - HOLLY RANSOM, CHIEF EXECUTIVE OFFICER, EMERGENT SOLUTIONS</td>
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<td>CAN YOUR WORKPLACE CULTURE DEFINE YOUR ASSOCIATION SUCCESS?</td>
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<td>- ANDREW MCCALLUM, MANAGER, FITNESS AUSTRALIA &amp; WENDY MCMILLIAN, MANAGER, MEMBERSHIP &amp; MARKETING, DIABETES NSW. BOTH ARE CO-FOUNDE (RANZCR)</td>
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<td>THE INNOVATIVE NFP</td>
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<td>- DAVID BULEY, CHIEF FINANCIAL OFFICER, ASSOCIATION OF INDEPENDENT SCHOOLS OF NSW</td>
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<td>LIFE'S A PITCH</td>
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<td>DIGITAL ENGAGEMENT OF VOlunteers: RESEARCH FINDINGS FROM SEEK VOlUNTEER, AUSTRALIA'S LARGEST NATION (RANZCR)</td>
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<td>- AMANDA ROBINSON, HEAD OF SEEK VOlUNTEER, SEEK LIMITED</td>
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<td>HOW ORGANISATIONS CAN GET TRACTION, SECURE MEETINGS &amp; ASK GOVERNMENT FOR WHAT YOU WANT</td>
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<td>- JO SCARD, MANAGING DIRECTOR, FIFTY ACRES</td>
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<td>HOW TO FIND THE RIGHT PARTNER (AND MAKE YOUR MERGER A HAPPY ONE)</td>
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<td>- VERA VISEVIC, PARTNER, MILLS OAKLEY</td>
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<td>INCREASING ORGANISATIONAL ENGAGEMENT AND EVENT ATTENDANCE</td>
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<td>- DREW BAKER, CHIEF EXECUTIVE OFFICER, INSTITUTE OF PUBLIC ADMINISTRATION AUSTRALIA ACT</td>
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<td>WE'VE COMMUNICATED CHANGE, IT'S TIME TO CHANGE COMMUNICATION – THE LEADERSHIP COMMUNICATION FRAMEWORK</td>
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<td>- GEOFF BARBARO, GENERAL MANAGER, AUSTRALIAN COLLEGE OF PHYSICAL SCIENTISTS &amp; ENGINEERS IN MEDICINE</td>
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<td>KEYNOTE - WENDY MCCARTHY, CHAIR, HEADSPACE NATIONAL YOUTH MENTAL HEALTH FOUNDATION</td>
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HOLLY RANSOM

In 2014, the Australian Prime Minister appointed Holly Ransom to chair the G20 Youth Summit, resulting in the first summit to secure its policy demands from G20 leaders. Holly holds a Law degree and BA (Economics). In 2012, she was the youngest person to be named in Australia’s ‘100 Most Influential Women’, and also became the world’s youngest-ever Rotary President. Her work with Rotary has played a key role in the global efforts to lift youth participation in the organisation, more than doubling the organisation’s youth membership in the last five years. Her corporate career has involved working as Chief of Staff to NAB Wealth Chief Executive Andrew Hagger and for Rio Tinto CEO Sam Walsh, leading key organisational strategy and business improvement initiatives and integrated corporate affairs projects. Holly’s company, Emergent Solutions, has worked with the likes of INPEX, CBH, Conoco Phillips, KPMG, as well as local, state and federal government departments around the world.

STEVE VAMOS

Steve Vamos has more than 30 years’ experience in the information technology and online media industry. Steve presently serves as a non-executive director for Telstra and Fletcher Building Limited, and is a member of the Advisory Board of the University of Technology Sydney Business School. As Vice President of worldwide sales and international operations for Microsoft Corporation’s Online Service Group, Steve was responsible for the organisation’s international business in more than 30 countries around the world. Steve has also been Chief Executive Officer of Microsoft Australia and New Zealand, and ninemsn. He has been Vice President and Managing Director of Apple Computer Asia Pacific. Steve was the founder and President of the Society for Knowledge Economics (SKE), a not-for-profit think-tank that operated from 2005 to 2014. SKE aimed to encourage and promote new and better leadership and management practices, which would enable innovation, productivity and sustainability. The Australian Financial Review has twice included Steve in the top five listing of the most influential members of the Australian technology industry.

WENDY MCCARTHY AO

Wendy McCarthy is an experienced manager and company director who began her career as a secondary school teacher. She has held many significant leadership roles in key national and international bodies including eight years as Deputy Chair of the Australian Broadcasting Corporation, ten years as Chancellor of the University of Canberra, and 12 years of service to Plan Australia as Chair, with three years as Global Deputy Chair for Plan International. Wendy currently chairs headspace – the National Youth Mental Health Foundation and Circus Oz, Australia’s leading circus. She is Deputy-Chair of Goodstart Early Learning, Australia’s largest early learning provider and a Non-executive Director of IMF Bentham, the world’s oldest and most successful litigation funder. She is a Patron of the Sydney Women’s Fund, Ambassador for 1 Million Women and Advisor to Grace Papers. Her advocacy and leadership efforts have been continuously recognised including being appointed an Officer of the Order of Australia in 1989.

ANDREW KLEIN (MC)

Director of SPIKE Presentations (…helping you get your point across) Andrew is a Professional MC and Presentation Skills trainer. A reformed corporate lawyer, for the last 20 years he has become well-known on the conference circuit in Australia and around the world, for his ability to involve the audience in proceedings, his revealing speaker introductions, his improvisational skills and ability to adapt to different audiences. His clients include BT, QBE, Bayer Healthcare, McDonalds, RCSA (Recruitment & Consulting Services Assoc) Minter Ellison, KPMG, Westpac, Dymocks, Suncorp, Franchise Council of Australia, ANZ, Howards Storage World, Caravan & Camping Association….and his daughter Lucy’s Year 4 school class. Andrew is also an in-demand corporate speaker, trainer and runs educational and highly entertaining keynote sessions and workshops in Presentation Skills and Pitching for Business. Andrew’s hobbies include coaching basketball, walking his dog Pebbles, getting his hair cut, drinking coffee, eating Haloumi cheese, getting sunburnt, reading Harry Potter books and trying to convince his wife and 3 young kids that he has a real job.
Business Events at the AIS

The Australian Institute of Sport. The AIS. Boasting Canberra's largest multi-purpose function venue, AIS Arena – not to mention an experienced events team and award-winning catering from Trippas White Group — the AIS will ensure your conference, function or gala dinner is one to remember.

Situated just minutes from Canberra CBD, the AIS delivers champion events.

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Email: sales@ausport.gov.au

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Association of Wall and Ceiling Industries
Australasian College for Infection Prevention & Control
Australasian Convenience and Petroleum Marketers
Australasian Legal Practice Management Association
Australia and New Zealand Intensive Care Society
Australian Acupuncture and Chinese Medicine Association
Australian Association of Graduate Employers
Australian Association of Social Workers
Australian Boarding Schools Association
Australian Childcare Alliance Queensland
Australian College of Mental Health Nurses
Australian Cotton Shippers Association
Australian Dance Council
Australian Dental Association
Australian Dental Prosthetists Association
Australian Diabetes Educators Association
Australian Federal Police Association
Australian Glass & Glazing Association

“A great event to pick up current business insights. A tremendous opportunity to work on the business with likeminded executives.”

Michelle Trute, Chief Executive Officer, Diabetes QLD

“A very valuable. Well done to AuSAE for putting on such a great Conference.”

Nicki Hauser, BDM, Australasian Legal Practice Management Association

Community Broadcasting Association of Australia
Community Services Industry Alliance
Concrete Masonry Association of Australia
CPA Australia
Craft Beer Industry Association
Cystic Fibrosis
Diabetes Australia
Diabetes Queensland
Diabetes Research WA
Down Syndrome Association
Electrical Trades Union
Engineers Australia
Exercise & Sports Science Australia
Family Business Australia
Family Relationship Services Australia
Fitness Australia
Franchise Council of Australia
General Practice Registrars Australia
IAP2 Australasia
Indigenous Wellbeing Centre
Information Systems & Audit Control Association
Institute of Internal Auditors Australia
Institute of Management Consultants

“AuSAE is definitely the organisation for me and I am so glad that I attend this event.”

Leanne Fisher, National President, Australian Institute of Office Professionals

Institute of Public Accountants
Insulated Panel Council Australasia
Leading Age Services Australia
Association of Dispute Resolvers
Leukaemia Foundation
Lives Lived Well
Lort Smith Animal Hospital
Mamre Association
Master Plumbers Association
Mathematical Association
Motor Neurone Disease Association
Museums Australia
National Disability Services
Optometry Australia
Palliative Care Nurses Australia
Perinatal Society of Australia and New Zealand
Pharmaceutical Society of Australia
Planning Institute of Australia

“One of the best conferences I’ve been to in years. Very relevant topics, inspiring speakers, and a great pool of like-minded peers to network with.”

Brianna Casey, Chief Executive Officer, Childcare New South Wales

“The AuSAE conference is a fantastic place to network with other executives from not-for-profit associations who have encountered similar challenges and circumstances.”

Hilary Shelton, Chief Executive Officer, ACHPER Victoria
Arrive refreshed and ready to go

Wherever you're headed, flying Business Premier™ will ensure that you arrive refreshed and ready to go. Delicious menus designed by our consultant chef, Peter Gordon, are matched with premium New Zealand wines carefully selected by our wine consultants.

Book now at airnewzealand.com.au
ACE SOCIALS

The ACE 2016 social program will be a time for delegates to catch up with old friends and meet new ones in a relaxed atmosphere, away from the hustle and bustle of Conference sessions. The social program will feature quality venues, fine wines, delicious food and a relaxed atmosphere. Please indicate your attendance at these social functions on the registration form. All Social functions are included in full ACE Registration.

THE ACE WELCOME FUNCTION

The ACE Welcome Function will be the perfect opportunity to meet fellow conference attendees for the first time while enjoying drinks and canapés in a relaxed setting.

Venue: National Museum of Australia, Lawson Crescent, Action Peninsula, ACT
Date: Monday 23 May 2016 6.30pm – 8.30pm
Dress: Smart Casual
Extra tickets: $95 per person

THE ACE CELEBRATION GALA DINNER

Celebrate the end of Conference day 1 at the ACE Celebration Gala Dinner. ACE delegates will come together for a truly special three course meal and entertainment. Join us as we continue conversations and relax with peers to wind down after a very productive day.

Venue: Australian Institute of Sport, Leverrier Street, Bruce, ACT
Date: Tuesday 24 May 2016 7.00pm – till late
Dress: Cocktail and Lounge Suit
Extra tickets: $125 per person

REGISTER FOR ACE TODAY!
WWW.AUSAE.ORG.AU/ACE

ACE REGISTRATION PACKAGES:

• AUSAE MEMBER FROM $915.00
• AUSAE NON-MEMBER FROM $1265.00
• AUSAE BUSINESS PARTNER FROM $2395.00
• SINGLE DAY REGISTRATION AVAILABLE FROM $595.00

SPECIAL GROUP OFFER:

• REGISTER TWO DELEGATES FROM THE SAME ORGANISATION AND RECEIVE A THIRD REGISTRATION OF EQUAL VALUE FREE!*

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Your dream conference destination is closer than you think. Fly direct to New Zealand from seven Australian airports, arrive to state-of-the-art facilities, world-class cuisine, and a range of activities that won’t cost the earth. A huge variety of accommodation options deliver ultimate comfort and convenience, while breathtaking scenery greets you every step of the way. Let New Zealand take your event from ordinary to extraordinary.

Plan your unforgettable business event in New Zealand. Visit businessevents.newzealand.com