PROGRAM
YOUR INVITATION

On behalf of the Australasian Society of Association Executives (AuSAE), I am delighted to invite you to the 2017 AuSAE Conference and Exhibition (ACE) on May 11-12 in Sydney, 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 2017 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 2017 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 2017 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 second ACE in 2017 and look forward to catching up with you in Sydney.

Warm Regards

Brendon Ward
Chief Executive Officer
Australasian Society of Association Executives
NOW OPEN

PLACE YOUR MEMBERS CENTRE-STAGE AT ICC SYDNEY.

A striking contemporary design with cutting-edge sound, visuals and technology, coupled with an unparalleled commitment to customer service creates the ultimate platform for your successful event.

Our service promise crosses every element of your event, from menus designed to fuel both the body and mind to our dedicated in-house technology and event planning experts.

ICC Sydney would be delighted to welcome your next event.

BOOK TODAY
Please contact Tina Eggers, Business Development Manager at sales@iccsydney.com or call +61 2 9215 7100

ICCSYDNEY.COM
MANAGED BY AEG OGDEN
**WEDNESDAY 10 MAY**

6.30 PM  
ACE WELCOME FUNCTION, INTERNATIONAL CONVENTION CENTRE, SYDNEY

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**THURSDAY 11 MAY**

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<tr>
<th>Time</th>
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<tr>
<td>8.00</td>
<td>REGISTRATION OPEN</td>
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<tr>
<td>9.00</td>
<td>WELCOME - ANDREW KLEIN, ACE MASTER OF CEREMONIES</td>
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<td>9.15</td>
<td>KEYNOTE - CRAIG DAVIS, CO-FOUNDER AND CHIEF MARKETING OFFICER, SENDLE.COM</td>
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**BREAKOUT SESSIONS**

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<td>11.00</td>
<td>WHAT SPONSORS WANT AND WHERE TO FIND THEM</td>
<td>MEMBER ENGAGEMENT IS AN ART, NOT A SCIENCE</td>
<td>SUSTAINABLE LEADERSHIP</td>
<td>LET’S GET DIGITAL - EFFECTIVE &amp; INTEGRATED DIGITAL MARKETING FOR ASSOCIATIONS</td>
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<td>JULIAN MOORE, DIRECTOR, SMS</td>
<td>BILL MOORE, CHIEF EXECUTIVE OFFICER, FITNESS AUSTRALIA</td>
<td>ADRIAN COSENZA, CHIEF EXECUTIVE OFFICER, AUSTRALIAN ORTHOPAEDIC ASSOCIATION</td>
<td>DEBBIE BRADLEY, ACCOUNT DIRECTOR, ZADRO AGENCY</td>
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<td>12.00</td>
<td>SYSTEM SELECTION BEST PRACTICES</td>
<td>GENERAL PRACTICE ADVOCATING FOR THE BEST PATIENT CARE</td>
<td>CAREER PROGRESSION - DOING A JOB IS ONE THING, BUILDING A CAREER IS AN ENTIRELY DIFFERENT CONVERSATION</td>
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<td>WHAT SMALL BUSINESS LESSONS CAN BE TRANSFERRED TO ASSOCIATIONS</td>
<td>MANAGING CHANGE THROUGH INDUSTRY DISRUPTION</td>
<td>THE 5 STEP GUIDE TO TRANSFORMING INTO A PROFESSION</td>
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<td>KATE CARNELL, AUSTRALIAN SMALL BUSINESS &amp; FAMILY ENTERPRISE OMBUDSMAN, THE AUSTRALIAN GOVERNMENT, THE TREASURY</td>
<td>KELLIE NORTHWOOD, CHIEF EXECUTIVE OFFICER, AUSTRALIAN CATALOGUE ASSOCIATION</td>
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<td>6.00</td>
<td>ACE CELEBRATION: SURPRISE MYSTERY LOCATION</td>
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**FRIDAY 12 MAY**

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<td>FEATURE PRESENTATIONS</td>
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<td>MIDDLE MANAGEMENT - THE FORGOTTEN LEADERS OF ANY BUSINESS</td>
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<td>DAVID FRIEND, MANAGING DIRECTOR, SHARED SERVICES SOLUTIONS</td>
<td>ANNABEL REES, MANAGING DIRECTOR, BUSINESSARY</td>
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<td>GOVERNANCE - IT’S THE BOARD, HANDLE IT</td>
<td>EVENTS - MAKING SURE YOU ARE RUNNING THE RIGHT EVENT, AND KNOWING WHY</td>
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<td>DAMIAN MITSCH, CHIEF EXECUTIVE OFFICER, AUSTRALIAN DENTAL ASSOCIATION</td>
<td>SARAH MARKEY-HAMM, CHIEF EXECUTIVE OFFICER, ICMS, GLYNIS PETERSON, MARKETING &amp; EVENTS MANAGER, NSW BUSINESS CHAMBER, HILARY SHELTON, CHIEF EXECUTIVE OFFICER, ACHPER &amp; CLAIRE LEONARD, EXECUTIVE DIRECTOR, AUSTRALIAN FRIENDLY SOCIETIES PHARMACIES ASSOCIATION</td>
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<td>KEYNOTE - LIANA DOWNEY, EXECUTIVE DIRECTOR, LIANA DOWNEY &amp; ASSOCIATES</td>
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<td>3.15</td>
<td>KEYNOTE - NAOMI SIMSON, FOUNDING DIRECTOR REDBALLOON, ENTREPRENEUR, BLOGGER, LINKEDIN INFLUENCER, AUTHOR AND SPEAKER</td>
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MASTER OF CEREMONIES

ANDREW KLEIN, DIRECTOR, SPIKE PRESENTATIONS (...HELPING YOU GET YOUR POINT ACROSS)

Director of Spike Presentations, Andrew is one of Australia’s leading Professional Conference MC / Facilitators and a Presentation Skills speaker and trainer. A former corporate lawyer at Clayton Utz, Andrew quit the law in the late 90’s and worked for several years at the NSW Ethnic Affairs Commission before starting up his own business as a corporate trainer and speaker. As an MC, Andrew brings his casual yet corporate style to proceedings and is well-known on the conference circuit for his revealing speaker introductions, his improvisational skills and ability to adapt to different audiences. Apart from MC’ing, Andrew runs educational & interactive workshops and keynotes on Presentation Skills and Pitching for Business. His clients include BT, ANZ, QBE, Westpac, Aon, McDonalds, NSW Health, Starlight Foundation, KPMG, MLC, RCSA (Recruitment & Consulting Services Assoc.) Auto One, Howards Storage World................and his mother-in-law’s bridge club.

consulting firm in New Orleans and has been published as an equity analyst for a US-based mutual fund and investor conference.

Changing the world one client mission at a time is Aptify’s core purpose and since Marcus joined the Australian team he has overseen its growth from 3 to a team of 10 in the Sydney office in just 2 years.

ROOM C: DAVID RODDIS, NATIONAL MANAGER, INSURANCE HOUSE

David Roddis is the National Manager of the Affinity, AME and Advice team. He has had extensive involvement in Association business and in particular Allied Health for more than 20 years. In addition to general broking David is also fully qualified in Risk Management and has developed a number of risk initiatives with a number of Allied Health Associations and their members that has been recognised nationally under ANZIF (Australian New Zealand Institute of Insurance) awards.

STREAM MC’S

ROOM B: MARCUS DUHON, CLIENT SUCCESS MANAGER, APTIFY AUSTRALASIA

Marcus is the Client Success Manager for Aptify Australasia, an Association Management Software provider, and has helped establish Aptify’s Australian presence and reputation as a vendor that professes purpose and culture first. His experience includes project management for implementation and business process redesign projects, the founding of a finance
WEDNESDAY MAY 10

6.30PM - 8.00PM  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: International Convention Centre, Sydney
Dress: Smart Casual

THURSDAY MAY 11

8.00AM  REGISTRATION OPEN

9.00AM  WELCOME FROM MASTER OF CEREMONIES
ANDREW KLEIN, DIRECTOR, SPIKE PRESENTATIONS

KEYNOTE SESSION

9.15AM - 10.15AM  THE FUTURE LOOKS HUMAN
CRAIG DAVIS, CO-FOUNDER AND CHIEF MARKETING OFFICER, SENDLE.COM

Craig is a big believer in the power of technology to disrupt, disintermediate and radically reshape markets. Just look at the music, film, news, travel, investment and recruiting industries to point to just a handful of examples. But he believes in humanity more and that the biggest leaps in productivity, creativity and innovation in the immediate future will come from harnessing the human potential of organisations. It comes down to nurturing three uniquely human capabilities: Trust. A quick look at the Global Trust Barometer, an annual survey of around 30,000 people in 33 markets including Australia, shows that the number one driver of trust in business is the ability to ‘listen to customers’. Listening, aided and abetted by technology, is very much a human skill. Empathy. So too is the ability to empathise. The capacity to put yourself in someone else’s shoes - a client, customer, employee, supplier, prospect or investor - is the starting point for genuine innovation. In fact, it’s the first phase of Design Thinking, an innovation process taught at Stanford and other leading universities (including UTS here in Sydney that I’m involved with). Consciousness. People are smarter, looking for meaning and purpose, better connected and more “aware” that any previous cohort on the planet. They don’t buy into business as usual and they’re suspicious of the usual corporate rhetoric (like CSR). These are the people you need to engage in and around your business, which is where the four tenets of “conscious” business kick in.

10.15AM - 11.00AM  MORNING TEA

CONCURRENT SESSIONS

11.00AM - 11.45AM  WHAT SPONSORS WANT AND WHERE TO FIND THEM
JULIAN MOORE, DIRECTOR, SMS
The offer of putting a sponsors logo on your website is now more likely to offend than entice a potential sponsor. In this practical session, Julian will provide delegates with greater insights into what sponsors are seeking from partnerships and how you can provide that value most cost effectively. Julian will also share his knowledge on how best to find great potential partners and how to convert that potential into a profitable and successful partnership.

11.00AM - 11.45AM  MEMBER ENGAGEMENT IS AN ART, NOT A SCIENCE
BILL MOORE, CHIEF EXECUTIVE OFFICER, FITNESS AUSTRALIA
We associations work our way through the traditional checklist of engagement strategies – member research, SWOT analysis, channel reviews, content generation – to reach our members year on year. But is that enough? Can the strategies we routinely use really deliver the holy grail of engagement – enduring relevance? Probably not, and in a commercial landscape where even the disrupters are being disrupted, the need for a creative approach to engaging members has never been more relevant. Attend this session to get an artist’s impression of the science of engagement.

11.00AM - 11.45AM  SUSTAINABLE LEADERSHIP
ADRIAN COSENZA, CHIEF EXECUTIVE OFFICER, AUSTRALIAN ORTHOPAEDIC ASSOCIATION
In this session Adrian will discuss leadership
approaches in the context of driving superior outcomes for organisations. Contemporary strategy development is key but without sustainable execution, delivery can flounder. Leaders play an important role in enabling people to be the best they can and collectively achieve great results.

11.00AM - 12.45PM

**LET’S GET DIGITAL - EFFECTIVE & INTEGRATED DIGITAL MARKETING FOR ASSOCIATIONS**

DEBBIE BRADLEY, GROUP ACCOUNT DIRECTOR, ZADRO AGENCY

Understanding how to create and implement integrated digital marketing strategies is key to delivering a consistent brand message that will grow your member base over time. Whether your association is large or small, this session, presented by Debbie Bradley from Zadro, will provide you with the knowledge you need to utilise all your digital marketing channels. Walk away with an understanding of how to utilise your website, email marketing and social media to create powerful digital marketing.

12.00PM - 12.45PM

**SYSTEM SELECTION BEST PRACTICES**

JOHN WALKER, SENIOR CONSULTANT, COTIQU PTY LTD

Based upon experience assisting associations with implementing systems that they have chosen, this session lays out the recommended processes to follow when selecting and implementing a new system and the traps to avoid in order to pave the way to a successful outcome. This session will also provide an overview of the kinds of systems available to choose from.

12.00PM - 12.45PM

**GENERAL PRACTICE - ADVOCATING FOR THE BEST PATIENT CARE**

DR ZENA BURGESS, CHIEF EXECUTIVE OFFICER, ROYAL AUSTRALIAN COLLEGE OF GENERAL PRACTITIONERS

The Royal Australian College of General Practitioners
(RACGP) is Australia’s largest GP representative group, with more than 35,000 members working in metropolitan, rural and remote communities across the country. Representing member interests and providing a strong voice for grassroots GPs is essential to the RACGP in ensuring general practice maintains its position as the central pillar of an effective primary healthcare system. A key strategic priority of the RACGP is to raise the profile of general practice, increase awareness of the RACGP’s leadership and advocacy role for the profession, and increase health literacy amongst patients, Australian communities and political decision makers. This has been achieved through an extensive brand campaign, comprising digital, outdoor, TV and social media advertising. The brand campaign has served to increase recognition of the RACGP and its members and build a strong foundation for community and political influencing and advocacy.

12.00P - 12.45PM

DOING A JOB IS ONE THING - BUILDING A CAREER IS AN ENTIRELY DIFFERENT CONVERSATION

NIGEL HARRIS, CHIEF EXECUTIVE OFFICER, MATER FOUNDATION

What are the challenges and opportunities of career progression? How do you equip yourself for movement from mid-level to senior roles? How do you balance long term thinking and short term action? From one of Australia’s first career fundraising professionals, to a 20 year CEO, Nigel Harris has a range of insights and observations based on his experience and that of others. This session will examine career progression and offer tips and shared experience that are focused on you and your career.

12.45PM - 2.00PM

LUNCH

CONCURRENT SESSIONS

2.00PM - 2.45PM

MANAGING CHANGE THROUGH INDUSTRY DISRUPTION

KELLIE NORTHWOOD, CHIEF EXECUTIVE OFFICER/EXECUTIVE DIRECTOR, AUSTRALASIAN CATALOGUE ASSOCIATION/TSA LIMITED

In recent years, the print and paper industry has been impacted by the rise of digital technologies. While facing this disruption, the industry had to rethink its offer of goods and services as well as its ways of production. Under pressure, the print industry has responded by increasing efficiencies resulting in the sector becoming more concentrated and the players more competitive. Membership associations can provide assistance to transitioning industries by providing invaluable resources. However, considering the industry context, running a membership association can be a challenge in itself. Kellie Northwood will explain how the Australasian Catalogue Association and TSA Limited have based their success on providing to their members useful content material that help them in their daily challenges.

2.00PM - 2.45PM

THE 5 STEP GUIDE TO TRANSFORMING INTO A PROFESSION

DR DEEN SANDERS, CHIEF EXECUTIVE OFFICER, PROFESSIONAL STANDARDS AUTHORITY

So what does it take to become a profession? In Australia we have the world’s only dedicated government agency focused on ‘improving professional standards’ across all professions. For over 21 years, we have been working with some of the traditional/classic professions – engaging with them as a national regulator, so that consumers trust the advice their members provide. Today as
new occupations and associations emerge and face into increasing challenges about environmental disruptors and consumer change, the value of being a recognised profession has never been a more powerful differentiator. Hear CEO, Dr Sanders, give practical steps to begin the transformation of your association into a valued community/client brand that members never want to leave.

3.00PM - 3.30PM  
AFTERNOON TEA

KEYNOTE SESSION

3.30PM - 4.30PM  
LESSONS IN LEADERSHIP

KITTY CHILLER, 2016 AOC CHEF DE MISSION, LEADERSHIP & CULTURE EXPERT

Kitty Chiller was the Chef de Mission for the Australian Olympic Team in Rio last year, the first time a female has held this prestigious position. Her story of courage and resilience is inspiring as she discusses the lessons of leadership learned in what was a highly visible and challenging environment. Kitty will speak of the importance for any leader of having a strong vision and the necessity of good processes and protocols in the implementation of that vision. Kitty was well known for focussing on the culture of the Olympic Team – an area essential for any organisation to achieve success. Kitty will provide a very honest, open and at times humorous insight into her leadership experiences that will provide lessons for all.

4.30PM  CLOSE OF DAY 1 AND NETWORKING DRINKS - SPONSORED BY HARRY THE HIRER

6.00PM - 7.30PM  
ACE CELEBRATION

Celebrate the end of Conference day 1 at the ACE Celebration Party. Roll up, roll up and all aboard our harbour cruise to transport you to the land of carnival. Join us as we continue conversations and relax with peers to wind down after a very productive day.

Venue: Surprise Mystery Location  
Dress: Smart Casual/Conference Attire

FRIDAY MAY 12

9.00AM - 10.15AM  
FEATURE PRESENTATIONS

REMAINING RELEVANT IN A COMPETITIVE ENVIRONMENT

LEE WHITE, CHIEF EXECUTIVE OFFICER, CHARTERED ACCOUNTANTS ANZ

For organisations to remain relevant and thrive in our changing world, they first need to understand who they are and why they exist. They then need to adapt regularly to the changing needs of their audiences. This session will cover the scope of professions and where did we come from. Transformation by technology and does it stop. The future of work and what does it look like, changing demographics, competencies expectations and what do you need to grow and the future.

9.00AM - 10.15AM  
LIVE EVENT - SIX DEGREES OF ASSOCIATION - THE WORLD’S FIRST WEB-TV SHOW DEDICATED TO THE PURSUIT OF ASSOCIATION EXCELLENCE

SARA GONZALEZ, MARKETING DIRECTOR, REDBACK CONFERENCING, ANDREW MCCALLUM, DIRECTOR, COMMUNICATIONS & MEMBER SERVICES, ASSOCIATION OF CORPORATE COUNSEL, GRAHAM CATT, CHIEF EXECUTIVE OFFICER, AUSTRALIAN VETERINARY ASSOCIATION & SAM REFSHAUGE, EXECUTIVE DIRECTOR & CHIEF EXECUTIVE OFFICER, BATYR.

The associations sector is huge; it's complex and just as importantly, it's endlessly fascinating. That's why, for the past 12 months, Sara (Redback Conferencing) and Andrew (Association of Corporate Counsel Australia) have committed to making sense of it every fortnight. Their online TV Show breaks down the sector and interviews some of our most impressive CEO's. For their final episode of Season 2 they are streaming live from ACE2017! Join us and their special guests, Graham Catt, Chief Executive Officer of the Australian Veterinary Association and Sam Refshauge, Executive Director & Chief Executive Officer of Batyr.

10.15AM - 11.00AM  
MORNING TEA

11.00AM - 11.45AM  
CONCURRENT SESSIONS

HOW TO AWE THEM, NOT BORE THEM

ANDREW KLEIN, MC, TRAINER, SPEAKER & DIRECTOR, SPIKE PRESENTATIONS
You have no doubt sat through countless dull and uninspiring talks and presentations over the years. But are you one of those people who have actually ever given one? It's hard to know as most audiences are generally polite enough to look at you, nod intermittently and then politely applaud at the end of the talk, even if you were very ordinary. So what can you do to ensure your presentations are dynamic, different, effective, achieve the desired results and stand out from the pack? This Presentation Skills session aims to pinpoint some of the key areas where association executives can improve the design, structure and delivery of their presentations and pitches. Whether you present to one person, a small group or a large audience and whether you are a regular “talker” or not (or have attended a Public Speaking course before or not), this interactive session aims to invigorate, provoke, educate and entertain.

11.00AM - 11.45AM

THE TRIALS & TRIBULATIONS OF THE SMALL ASSOCIATION
PATRIZIA TORELLI, CHIEF EXECUTIVE OFFICER, AUSTRALIAN FURNITURE ASSOCIATION

The trials and tribulations of the small association and maximising the opportunities by doing more with less for the most impact. Here we discuss how a small association can punch above its weight, simply by acknowledging the impact of the entire supply chain on the industry's success from grassroots education through to international platforms for innovation and engagement.

11.00AM - 11.45AM

GIVE YOUR MEMBERSHIP GROWTH A SPORTING CHANCE
DAVID FRIEND, MANAGING DIRECTOR, SHARED SERVICES SOLUTIONS

David Friend will take you through the key elements of Shared Services Solutions (SSS) have proven in developing successful membership programs that ensures growth year after year. SSS have implemented these key elements with all our clients in both the sporting and corporate world. David will also present two successful case studies Cronulla Sharks (Sport) and Institute of Public Affairs (Corporate).

12.00PM - 12.45PM

BUILDING HIGH PERFORMING TEAMS – MORE SCIENCE THAN ART
DAVID MALONE, CHIEF EXECUTIVE OFFICER, AUSTRALIAN PRIMARY HEALTH CARE NURSES ASSOCIATION

Great results are usually delivered by great teams and chief executives typically spend more time overseeing teams than managing individuals. Yet, how often do we think about the science of building a great team? While we take an evidence-based approach to most of what we do in Associations, developing teams is often based on the CEO’s past experience of what works, performance management of the team leader, or left to the team members to work out for themselves. Yet there is plenty of research and good evidence around the ingredients of a high performing team. What are the drivers of high performing teams and how can the CEO affect these? What’s the ideal size and composition of a team? How important (or not important) are factors like having a good team leader, good chemistry and face to face team meetings? This session will provide some insights to an evidenced-based approach towards building high performing teams.

12.00PM - 12.45PM

GOVERNANCE - IT’S THE BOARD, HANDLE IT
DAMIAN MITSCH, CHIEF EXECUTIVE OFFICER, AUSTRALIAN DENTAL ASSOCIATION

Getting your board on board can be one of the most challenging issues for a CEO and management team, but you’ve got to handle it if you want to survive in this game. Damian’s session will focus on you as a CEO and will challenge you to step up or shut up. If you need your board to move toward good practice so you can
run the business, it’s time to get in the drivers seat.

**12.00PM - 12.45PM**

**PANEL: EVENTS FOR ASSOCIATIONS - MAKING SURE YOU ARE RUNNING THE RIGHT EVENT AND KNOWING WHY**

SARAH MARKEY-HAMM, CHIEF EXECUTIVE OFFICER, ICMS, GLYNIS PETERSON, MARKETING & EVENTS MANAGER, NSW BUSINESS CHAMBER, HILARY SHELTON, CHIEF EXECUTIVE OFFICER, ACHPER & CLAIRE LEONARD, EXECUTIVE DIRECTOR, AUSTRALIAN FRIENDLY SOCIETIES PHARMACIES ASSOCIATION

In a time of constant change, new technology and innovations and always trying to improve, it’s easy to get stuck in a cycle of doing things bigger and better than before. Join three industry experts as they look at the back to basics of events for associations. The panel will focus on identifying your events, putting measurables into place to ensure you are running the right events and achieving the right outcomes.

**12.45PM - 2.00PM**

**LUNCH**

**KEYNOTE SESSION**

**2.15PM - 3.15PM MISSION CONTROL: PRACTICAL STEPS TO INCREASE FOCUS AND IMPACT**

LIANA DOWNEY, EXECUTIVE DIRECTOR, LIANA DOWNEY & ASSOCIATES

Why do some leaders succeed in changing the world, while others struggle to point to their impact? Successful organisations share a laser-like focus on their goals. They deliberately identify and target their efforts in their sweet spot — the intersection between what they’re good at, what the world needs and what works. Yet most leaders lack focus. The number of nonprofit and associations globally is growing at an incredible pace, but as the number of organisations grows, so does the competition for members and funding. As a result, many organisations are chasing resources by tweaking and adding to their core activities. The result is colloquially known as “mission creep”— organisations trying to be everything to everyone. Yet research suggests that the more goals individuals or organisations pursue, the less likely they are to achieve them, leaving leaders overwhelmed, underfunded, and unfulfilled. There is a better way. Learn the secrets of leaders who change the world, and learn how you too can find your focus and increase your impact.

**3.15PM - 4.15PM LEADERSHIP - WHO ARE YOU TO NOT BE GREAT**

NAOMI SIMSON, FOUNDING DIRECTOR OF REDBALLOON, ENTREPRENEUR, BLOGGER, LINKEDIN INFLUENCER, AUTHOR AND SPEAKER

Whether you’re a start-up, business owner or career manager within an enterprise – all of us want to reach great heights – yet the notion of leading others can be daunting. Here Naomi shares about the road to success, from seeing what is possible, defining leadership, doing the preparation and ultimately delivering amazing results. It does not matter who you are leading – getting your ideas across is essential to business success, we are all leaders. This is an essential part of your leadership journey and a valuable life skill. After this session you will feel accountable for those around you – knowing that great leaders listen and challenge those around them to greatness. Naomi will touch on leadership theory, but the stories she will tell will give life to the word of leadership. You will see that anything is possible, and whilst reluctant for many, we all have the ability to lead.

**4.15PM PRIZE DRAW**

**4.15PM CLOSING ADDRESS AND CLOSE OF ACE 2017**

ANDREW KLEIN, MC
KITTY CHILLER

Kitty Chiller has reinvigorated the culture of Australia’s Olympic Team. The driving force behind the successful ONE TEAM approach, she was the Chef de Mission of the 2016 Australian Olympic Team and the Deputy Chef in London 2012.

An international sporting champion in her own right, Kitty was a Sydney 2000 Olympian in Modern Pentathlon and is a 12 times Australian champion, a seven time world cup medalist and a six time world cup finalist.

Kitty Chiller is an expert in strategic and operational planning and management, learning and development, workforce training, sport management and leadership, event management, project management and communication.

NAOMI SIMSON

Naomi Simson started her entrepreneurial journey with RedBalloon in 2001 from her front room with just $25,000 and a second-hand computer - it is now considered one of Australia’s online business success stories and featured on BRW magazine’s Great Places to Work list five years in a row.

Before founding RedBalloon, Naomi worked for big businesses including IBM, Apple, KPMG and Ansett Airlines – all of which influenced her views on workplaces.

Naomi is a speaker, author, blogger, entrepreneur and LinkedIn Influencer with 1.5 million followers, with whom she shares her insights, experience and observations about business, innovation and success.

Naomi is passionate about great workplaces and her entrepreneurial energy is focused on redii.com, a leadership tool that drives the alignment of teams through recognition and reward. Along with her investments from Season 1 & Season 2 of Shark Tank, Naomi is a keen investor and supporter of the start up community.


CRAIG DAVIS

Craig Davis deviated into law and finance before course correcting to the creative industries. He started his own advertising agency after graduating from AWARD School, moved to Asia a few years later and went on to make Saatchi & Saatchi the most creative network in the region. Next stop London where he supercharged J Walter Thompson’s 10,000 strong network as Chief Creative Officer, Worldwide.

Craig is Adjunct Professor at UTS and sits on the Boards of Advance, the Creative Industries Taskforce and Conscious Capitalism Australia. Craig has also served as Co-Chairman and Chief Creative Officer for Publicis Mojo in Australia, Chairman of the Australasian Writers and Art Directors Club and Deputy Chair of The Communications Council.

In 2014 he co-founded Sendle - Australia’s first 100% Carbon Neutral Delivery Service and has wrote the most popular column for Campaign Asia-Pacific for several years running. He also happens to be the fastest Australian to run a marathon at the North Pole.

LIANA DOWNEY

Liana Downey is an internationally acclaimed strategic advisor dedicated to creating social change. As Executive Director of Liana Downey & Associates, Liana leads a high performing global team that helps leaders increase focus and change lives. Clients include social enterprises, non profits and federal, state and city governments, such as Speak up Africa, Community Solutions, the Nature Conservancy and the NYC Education Department. Liana is also a sought-after speaker, and the author of Mission Control: How Nonprofits and Governments Can Focus, Achieve More and Change the World (Bibliomotion, 2016).

Previously, Liana taught leadership at the NYU Robert F Wagner Graduate School of Public service in New York, co-led the Australian nonprofit and public sector practices of McKinsey & Company and was an Special Advisor to the Department of Prime Minister and Cabinet. Liana holds an MBA from Stanford Graduate School of Business (Arjay Miller Scholar) and serves on the National Board of Room to Grow, an innovative nonprofit dedicated to improving the lives of families living with poverty.
SPEAKERS A-Z (SURNAME)

DEBBIE BRADLEY, GROUP ACCOUNT DIRECTOR, ZADRO AGENCY
A savvy communications professional, Debbie supports organisations in achieving their objectives through her expertise in strategy and planning. A confident and highly motivated PR and communications expert with more than 15 years’ experience, Debbie leads the team at Zadro, by specialising in conducting integrated communications for Associations. With core experience in PR strategy, communications planning, digital strategy and marketing, Debbie has a true understanding of how to integrate and implement campaigns that work. Debbie is experienced in both B2B and B2C, her achievements encompass a range of sectors including pharma, FMCG, corporate events, transport, IT and pet care.

DR ZENA BURGESS, CHIEF EXECUTIVE OFFICER, ROYAL AUSTRALIAN COLLEGE OF GENERAL PRACTITIONERS
With a dynamic career spanning more than 20 years, Dr Zena Burgess is recognised throughout Australia as an esteemed leader, with a proven unique skill set. Since her appointment and leadership as the CEO of the RACGP in 2008, the RACGP membership has almost doubled – from 19,000 to more than 35,000. 90 per cent of Australian GPs choose RACGP membership, with a 97% retention rate. Dr Burgess holds a PhD in psychology, having completed her thesis in the area of women and corporate governance. Dr Burgess has also had a successful consulting career in areas related to personal and organisational change and maintains a modest publication and research profile.

KATE CARNELL, AUSTRALIAN SMALL BUSINESS AND FAMILY ENTERPRISE OMBUDSMAN
AUSTRALIAN GOVERNMENT, THE TREASURY
Kate Carnell commenced her role as Australian Small Business and Family Enterprise Ombudsman (ASBFEO) in March 2016. Kate brings extensive experience and knowledge to the role of Ombudsman, having run her own small businesses for 15 years before becoming ACT Chief Minister in 1995 for a five year period. Prior to her appointment as the inaugural ASBFEO, Kate held the position of CEO of the Australian Chamber of Commerce and Industry, which represents more than 300,000 businesses across Australia. She has also served two years as CEO of Beyondblue, four years as CEO of the Australian Food and Grocery Council, four years as CEO of the Australian General Practice Network (AGPN) and three years as CEO of the National Association of Forest Industries (NAFI). Kate is a pharmacist by profession and was the inaugural chair of the ACT Branch of the Pharmacy Guild of Australia and the first female to become the National Vice-President of the Pharmacy Guild of Australia. Kate was appointed an Officer of the Order of Australia in 2006 for her services to the community through contributions to economic development and support for the business sector, knowledge industries, the medical sector and medical technology advances.

GRAHAM CATT, CHIEF EXECUTIVE OFFICER
AUSTRALIAN VETERINARY ASSOCIATION
Graham Catt is the current President of AuSAE, and Chief Executive of the Australian Veterinary Association, the national professional association for veterinarians with over 9500 members. Graham has over 15 years’ experience as a senior executive, including roles with the Royal Australian College of General Practitioners, communications agency Digital Eskimo, and the industry association for disability service providers. He represents the veterinary profession in a range of industry and government forums, and is an active participant in business networks and speaker on leadership in the not for profit sector.

ADRIAN COSENZA, CHIEF EXECUTIVE OFFICER
AUSTRALIAN ORTHOPAEDIC ASSOCIATION (AOA)
Over the past six years Adrian has lead the modernisation of AOA into a vibrant and respected leader in the field of orthopaedics. AOA has adopted contemporary strategy development, project, risk management, technology, communication and profiling practices. Adrian is an experienced CEO and seasoned director and executive leader having served in executive capacity in three industries including medical education, technology and banking and finance. Adrian has served on the Board of 12 companies covering four industries in four different international jurisdictions and is a Fellow of three professional bodies covering governance, financial services and accounting. Adrian’s passion is working with and leading teams to achieve better outcomes for all stakeholders.

DAVID FRIEND, MANAGING DIRECTOR, SHARED SERVICES SOLUTIONS
David has worked in the membership industry for 15 years and has a first class reputation for high level membership strategy and the achievement of record results. He has been instrumental in large membership growth for many sporting, corporate and not for profit organisations. SSS develop Membership programs for clients, predominantly sporting clubs, corporate and not for profit organisations. SSS established membership and merchandise for Melbourne Victory, Western Sydney Wanderers who became and still are the second largest membership base in the A League. Prior to establishing Shared Services Solutions, David was General Manager of Membership and Merchandise at the Hawthorn Football Club for 5 years. In recent years, David and SSS have expanded internationally, working with clients in New Zealand (NZ Rugby League), Monaco (Peace and Sport)
and the UK (Major Events International).

**NIGEL HARRIS, CHIEF EXECUTIVE OFFICER, MATER FOUNDATION**

Nigel has been with the Mater for 21 years and has worked in fundraising for over 30 years, specialising in the health and disability sectors. Holding an MBA majoring in fundraising as well as qualifications in Public Relations and Marketing, Nigel is also a Certified Fundraising Executive (CFRE). In 2012 he was recognised as the Arthur Venn Fundraising Professional of the Year. He is a Fellow and current Chair of Fundraising Institute Australia, a former CFRE International Board member, and is on the Advisory Board of the Centre of Sustainable Philanthropy at the University of Plymouth. Nigel is currently a director of Act for Kids and is also a member of the Australian Institute of Management, Australian Institute of Company Directors and the Rotary Club of Albany Creek.

**CLAIRE LEONARD, EXECUTIVE DIRECTOR, AUSTRALIAN FRIENDLY SOCIETIES PHARMACIES ASSOCIATION**

Beginning her career in marketing communications over 20 years ago, Claire has had a focus on health-related areas, predominantly the medical indemnity industry but also within medico-politics and pharmacy. From 2011-2016, Claire was the Executive Officer of the Medical Indemnity Industry Association of Australia, a role which saw her engage in the medico-legal environment both in Australia and internationally. In 2013, following her experience with her daughter’s childhood liver disease and transplant, Claire founded the charity Liver Kids Australia, with the goal of raising community awareness and improving outcomes for children with liver disease.

**SARAH MARKEY-HAMM, CHIEF EXECUTIVE OFFICER, ICMS**

Sarah’s father founded ICMS in the dark ages of the professional conference organising industry. She emerged into the light of ICMS in 1993 after 20 years of related industry experience. To date, Sarah has been the Chair of ICCA Australian National Committee and have also held positions on the ICCA Meetings Advisory Group. She has been a board member of Business Events Council of Australia (BEC), an active IAPCO member and a past President of the Meeting Events Australia (MEA) Victorian Chapter.

**DAVID MALONE, CHIEF EXECUTIVE OFFICER, AUSTRALIAN PRIMARY HEALTH CARE NURSES ASSOCIATION**

David Malone is the CEO of the Australian Primary Health Care Nurses Association (APNA), the peak national body for nurses working in general practices, schools, aged care facilities, prisons, community health and other primary care settings. Prior to his current role he was CEO of the Australian Physiotherapy Association and Executive Director of the West Australian Health Promotion Foundation – Healthway, roles he held for 7 and 6.5 years respectively. David has also worked as an Advisor for the World Health Organisation and served on numerous Government advisory committees. David’s special interests include business development and building high performing teams. In 2003 he was awarded a Centenary Medal for services to medicine and society.

**ANDREW MCCALLUM, DIRECTOR, COMMUNICATIONS & MEMBER SERVICES**

Andrew McCallum is the Communications and Member Services Director at the Association of Corporate Counsel, Asia Pacific. This organisation forms part of a global association representing 42,000 in-house lawyers across 85 countries. And prior to his current role Andrew worked for Fitness Australia, the National Health and Fitness Industry Association. Andrew has completed his MBA, holds degrees in Exercise Science and Journalism and is currently working towards his CAE accreditation. Outside of his association roles, Andrew is a published author, frequent traveler and regular blogger across a range of topics.

**DAMIAN MITSCH, CHIEF EXECUTIVE OFFICER, AUSTRALIAN DENTAL ASSOCIATION**

Damian Mitsch is a career Association Professional having held executive roles in some of Australia’s largest allied health membership organisations. Damian is currently the National Chief Executive Officer of the Australian Dental Association and an adjunct senior lecturer in clinical leadership and management at Monash University. Damian’s previous company directorship experience includes positions on the Board of Austin Health, The Butterfly Foundation, Chair of the National Primary Health Care Partnership, a director of Allied Health Professions Australia and President of The Bridge Inc. Damian is passionate about innovation, change and leadership. He holds an MBA and is a Fellow of the Australian Institute of Company Directors.

**BILL MOORE, CHIEF EXECUTIVE OFFICER, FITNESS AUSTRALIA**

Bill has an extensive background in the fitness industry, commencing with the ownership of strong independent fitness facilities in the early 90’s and being involved in the foundation work and establishment of the key principles that now underpin Fitness Australia. More recently Bill was responsible for the co-development and successful running of the Michelle Bridges Group of Companies. His involvement in the industry as an instructor, personal trainer and owner of fitness businesses, along with his understanding and connection to the industry at many different levels has enabled him to drive effective change at Fitness Australia in adapting to a disrupted health and fitness environment.

**JULIAN MOORE, DIRECTOR, SMS**

Julian is Australasia’s foremost non-profit sponsorship practitioner specialising in charities, associations
and other non-profits. Julian specialises in training, motivating and up-skilling boards and staff to improve sponsorship performance. His work predominately includes sponsorship coaching, sponsorship seeking, in-house training and facilitation, and keynote speaking. He draws on his extensive experience in Australia and the United Kingdom to deliver sponsorship outcomes for clients. Julian is also an accomplished and entertaining speaker who regularly presents at conferences and other events around the world.

KELLIE NORTHWOOD, CHIEF EXECUTIVE OFFICER/EXECUTIVE DIRECTOR, AUSTRALASIAN CATALOGUE ASSOCIATION/TSALIMITED
Kellie Northwood is the CEO of the Australasian Catalogue Association (ACA), representing a $2.5 billion industry. Kellie also heads up Sierra Delta, a brand and communications agency and TSA Limited, a not-for-profit industry organisation promoting the efficacy and environmental credentials of paper and print. Ms Northwood provides expertise across brand, communications, and efficacy of below the line channels, corporate and sustainable branding programmes, environmental and forestry certification and developing multi-channel marcomms strategies. Ms Northwood has held many senior roles within the paper and print industries; most recently Group Sustainability and Communications Manager for Australia and New Zealand with GEON.

GLYNIS PETERSON, MARKETING & EVENTS MANAGER, NSW BUSINESS CHAMBER
Glynis has driven the development of the NSW Business Awards program since 2008 and in 2017 the program achieved over 3000 entries and is now recognised as one of the most respected business awards program in Australia. Inspired by the success of each award entrant she continues to evolve the program to ensure the entrepreneurial spirt of business in NSW shines.

SAM REFSHAUGE, EXECUTIVE DIRECTOR & CHIEF EXECUTIVE OFFICER, BATYR
After graduating from UNSW with a Bachelor of Commerce and a brief stint in the corporate events world with Adrenalin, Sam worked in Jakarta for 12 months managing the Indonesian Rugby Union as a part of the Australian Youth Ambassadors for Development program. Returning to Australia in 2011 Sam took up a programs role with the Australian Indigenous Mentoring Experience (AIME) and over the next 4 years moved through the organisation spending the last 18 months as the General Manager. During this time, Sam became connected with batyr through attending their speaker training program, before joining the board of directors in 2013. The youngest recipient of the Australian Graduate School of Management scholarship to attend the General Managers Program in 2014, he recently graduated from The Growth Project’s leadership development program.

ANNABEL REES, MANAGING DIRECTOR, BUSINESSARY
Applying a unique combination of a business and people lens, Annabel is a commercially astute leader with a track record of leading and growing successful businesses. She has transformed several people management businesses and more recently led a successful turnaround of the largest region of a national insurance broking business. Her expertise lies in business strategy, translating digital marketing solutions into real business outcomes and strategic people management. She is the ‘go to’ person of many corporate CEOs for advice sharing a signature practical commercial approach to business advice. A highly educated and ‘insanely competitive’ psychologist and Harvard graduate her extensive experience makes her a popular trusted advisor.

DR DEEN SANDERS, CHIEF EXECUTIVE OFFICER, PROFESSIONAL STANDARDS AUTHORITY
Deen has been the head of Australia’s Professional Standards Authority since 2012. He has a background in corporate, membership and government leadership roles and is recognised as a global specialist in the field of professions, regulation, ethics, law, governance and education. His professional background extends from past practice in psychology, roles in corporate finance including international finance, insurance arenas and executive roles in retail banking and marketplace regulation. He is an active academic and regulatory expert with an academic background that includes undergraduate and postgraduate Law and Psychology and he holds a Doctorate in the field of Professions, Regulation and Consumer trust.

HILARY SHELTON, CHIEF EXECUTIVE OFFICER
THE AUSTRALIAN COUNCIL FOR HEALTH, PHYSICAL EDUCATION AND RECREATION, VICTORIA INC. (ACHPER VICTORIA)
Hilary joined the ACHPER Victoria team as the CEO in 2012 and is an authentic leader with a focus on building relationships and instilling a sense of purpose and worth in every team member to ensure a collaborative approach to achieving strategic goals. Hilary has ten years’ executive leadership experience of member organisations within the education, and community recreation sector. She also has strong marketing experience in consumer and B2B niche products in the sports science and education sector.

PATRIZIA TORELLI, CHIEF EXECUTIVE OFFICER
AUSTRALIAN FURNITURE ASSOCIATION
Patrizia’s appointment to the Australian Furniture Association in 2013 has seen her lead a complete Strategic Review of the Association, tested the Association’s relevance to the industry and scrutinised the services it offers to Members and industry stakeholders internationally. Patrizia continues to drive the industry on a global scale and position the
AFA as the key voice across government, corporate and allied stakeholder groups and is preparing for the next cycle of the strategy. Standards and compliance play a big part in Patrizia’s role of leading Australia’s position on global issues. Patrizia holds many key Directorship and leadership roles across government; industry and private sector organisations.

JOHN WALKER, SENIOR CONSULTANT, COTIQU Pty Ltd
John has been engaged in the IT industry for over 30 years on projects ranging from small to very large across a variety of industries. Since 2011 he has been solely consulting into the association sector, assisting clients with requirements analysis, system selection, implementation, data migration and even project rescues.

LEE WHITE, CHIEF EXECUTIVE OFFICER, CHARTERED ACCOUNTANTS ANZ
Lee has a strong focus on promoting corporate social responsibility and ethics in leadership, and a personal commitment to participating in community initiatives. Lee is an experienced audit practitioner in the public and private sectors. He is a Fellow Chartered Accountant and an INSEAD executive graduate and is formerly the Chief Accountant for the Australian Securities and Investments Commission. He successfully led the creation of Chartered Accountants ANZ from the Institute of Chartered Accountants Australia and the New Zealand Institute of Chartered Accountants.
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John Apter
P: 02 9242 2038
E: john.apter@ajg.com.au

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Erryn Dryga
P: 08 8210 6740
E: erryn.dryga@avmc.com.au

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E: info_aust@advsol.com

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Kirstie Dyer-Grose
P: 0491 212 050
E: Kirstie.dyergrose@airnz.co.nz

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Angie Karpouzis
P: 02 9239 5071
E: angie.karpouzis@aptify.com

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Phillipa Seeto
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Melissa Richardson
P: 0418 971 609
E: melissa@artofmentoring.net

AUSTRALIAN INSTITUTE OF COMPANY DIRECTORS

The Australian Institute of Company Directors is committed to excellence in governance. We make a positive impact on society and the economy through governance education, director development and advocacy. Our membership of more than 39,000 includes director and senior leaders from business, government and the not-for-profit sectors.

Jennie Hanlon
P: 02 8248 6674
E: Jhanlon@aicd.com.au

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Louise Roper
P: 02 9279 2777
E: louise@beaumontconsulting.com.au

BOARDEFFECT (AUSTRALIA)

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Grant Lavac
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Brisbane is constantly evolving as a business events destination with new offerings in 2017 and beyond. Located within the city’s economic development board, the Brisbane Convention Bureau offers high-level strategic support, free and independent services to meet client needs, from bidding for international and national conventions to developing a truly unique delegate attraction program. Lorelle Chittick P: 07 3006 6209 E: lchittick@brisbanemarketing.com.au

CANBERRA CONVENTION BUREAU
A city perfectly designed to make meeting easy, Canberra has an exceptional range of nationally significant venues, new and evolving entertainment precincts, and increasing accommodation options. Home to five universities, political decision makers and world-renowned research institutes, meet in Canberra and access the best of Australia’s creative and intellectual clout. Canberra Convention Bureau is the peak organisation responsible for securing conferences, meetings and incentive programs for the region. We have the connections and local expertise to help meeting planners find the best venues, hotels and services to create a brilliant event. And, best of all, our services are absolutely free.
Diann Castrissios P: 02 6263 5300 E: enquiries@canberraconvention.com.au

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Cindy Tilbrook P: 0438 988 772 E: cindytilbrook@hotmail.com

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Corporate Companion provides corporate governance services and advice to not-for-profit and charitable organisations. With over 30 years experience, Corporate Companion can assist your organisation so you can focus on the mission of your association.
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Destination Rotorua has a variety of venues to consider for your next event, whether you require a 3000 delegate plenary or something more unique incorporating our Maori culture, environmental or geothermal assets. Rotorua also has a range of hotels with conference capacity. Craig Murray P: +64 351 8651 E: craig@rotoruanz.com

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Hannah von Bibra P: 03 9284 2336 E: hannah.vonbibra@epicure.com.au

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Natalie Calafiore P: 03 9235 5225 E: natalie.calafiore@ihgroup.com.au

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IHG® with over 5,100 hotels and more than 1,000 hotels in the pipeline located in nearly 100 countries around the world. The Group owns a portfolio of recognised brands including InterContinental® Hotels & Resorts, Kimpton®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites® and Hotel
IndigoTM, Even Hotels®, Hualuxe Hotels & Resorts® and the world’s largest hotel loyalty IHG® Rewards.
Colette Simon P: 02 9935 846 E: colette.simon@ihg.com

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Luna Park Venues offer 13 unique multipurpose venues with unrivalled vistas capturing the iconic Harbour Bridge and Opera House. The versatile venues suit intimate cocktail gatherings of 50 through to sit-down banquets of 1,300 guests, as well as large-scale exhibition spaces. Luna Park Venues’ award-winning catering team is led by internationally trained Executive Chef, Mark Taylor. Gary Manuel P: 02 90337632 E: gmanuel@lunaparksydney.com.au

MELBOURNE CONVENTION AND EXHIBITION CENTRE
Melbourne Convention and Exhibition Centre connects you with everything you need to make an event memorable. Our multi-functional Plenary, 52 meeting rooms and 30,000 square metres of pillar-less exhibition space, combined with in-house leading technology, award-winning food and people with the skills and experience to bring it all together will deliver an unforgettable experience. Louise Osborne P: 03 9235 8203 E: losborne@mcec.com.au

MEMNET / OMNI SOFTWARE
Memnet is an online integrated membership, CRM and event management system for Associations, Not for Profits and Clubs in Australia and New Zealand. Paul Adams or Brad Purton P: 02 8096 8750 E: paul.adams@omnisoftware.com.au

MILLS OAKLEY LAWYERS
Mills Oakley is a full service law firm with a specialist team providing advice to Charities and Not-for-profits nationally. At Mills Oakley, we have a genuine understanding of the Charity and Not-for-profit sector and the increasingly complex legislative issues surrounding the establishment and operations of Charities and Not-for-profits.
Vera Visevic P: 02 8289 5812 E: vvicevic@mills oakley.com.au

NEWCASTLE BUSINESS EVENTS
A top ten city in Lonely Planet’s ‘Best in Travel’, four time winner of the IFEA World Festival and Event City Award and a National Geographic Traveller Smart City, Newcastle is a thriving cultural and events city. At ACE 2017 the team at Newcastle Business Events invite you to Meet Newcastle – our convenient, capable, experienced, accommodating, scenic and supportive city.
Nerida Woyboys P: 02 4974 2827 E: nworboys@ncc.nsw.gov.au

NT CONVENTION BUREAU
The Northern Territory Convention Bureau promotes the NT as a desirable, viable and distinctive Business Events destination and works collaboratively with local industry. It also provides impartial expert advice and assistance for event planners considering conferences, incentives, exhibitions, product launches and other business-related events.
Jason McIntosh P: 08 8951 8427 E: jason.mcintosh@ntconventions.com.au

ONEILL PHOTOGRAPHICS
Oneill Photographics: a unique collective of exceptional photographic talent with a 15-year history of immortalizing events across Australia that has won them an enviable blue chip client-list. Led by artistic directors Shane O'Neill and Natalie Page and with a network of top photographers based throughout Australia, the team at Oneill are perfectly equipped to communicate your key messages with legendary images; creating a lasting record that truly reflects your work and makes it the talk of the town. Shane O'Neill P: 0413 514 825 E: shane@oneillphotographics.com.au

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Pan Pacific Hotels Group is comprised of two acclaimed brands. “Pan Pacific”, including Pan Pacific Perth is a leading brand throughout the Pacific Rim with hotels offering premium accommodations and services, while PARKROYAL including PARKROYAL Darling Harbour Sydney, PARKROYAL Parramatta and PARKROYAL Melbourne Airport are a collection of comfortable leisure and business hotels and resorts located in the heart of cities across Asia Pacific.
Jeremy Baker P: 0409 752 104 E: jeremy.baker@pphg.com

PAYSMArt DIRECT DEBIT BILLING
PaySmart sets the benchmark in collecting membership fees. As one of Australia’s largest outsourced direct debit companies. PaySmart provide options to Associations and member based organisations right across Australia. PaySmart create a system that requires low levels of administration and make it easier for members to pay you on time.
Cassie Green P: 07 3866 9140 E: cassie@paysmart.com.au
PCEC & PCB
Perth Convention and Exhibition Centre (PCEC) is WA’s dedicated convention and exhibition facility. The PCEC is a destination to which people are drawn to connect, experience and celebrate life. Through the innovative fusion of space, catering, technology and design, PCEC provides an unequalled range of meeting possibilities suited to promoting positive interactions between business, industry and community. Funded by the Western Australian Government through Tourism WA and by the City of Perth, the Perth Convention Bureau drives the business events sector in Perth and Western Australia by securing large, high-yield conference events and marketing the City and State as a premium conference destination.
Sophia Okeby P: 08 9218 2921 E: sokeby@pcb.com.au

PROFESSIONAL ADVANTAGE
At Professional Advantage, we help businesses achieve more. We partner with our clients to support their business objectives, using proven business technologies to drive efficiency, solve problems and fuel growth. With fresh insights and the confidence to challenge the status quo, we help companies improve business processes and streamline operations. We focus on the technologies and services, freeing you to do the work that you know best. With a global reach, we have been delivering successful solutions for over 25 years. Hundreds of clients around the world have benefitted from our team’s combined experience and collaborative approach. Talk to us about what you want to achieve.
Elena Lugue P: 1800 125 499 E: elena.lugue@pa.com.au

REDBACK CONFERENCING
Redback Conferencing is an Australian company that dramatically improves the way associations meet, present and collaborate at a distance. They deploy the latest Webinar, Webcasting, Teleconferencing, Web Conferencing and Cloud Video Conferencing technologies to thousands of Australian organisations all while delivering an unmatched level of support, ease of use and peace of mind. Sara Gonzalez P: 02 8014 5153 E: sara.gonzalez@rdbk.com.au

ROYAL INTERNATIONAL CONVENTION CENTRE
Since opening in March 2013, Brisbane’s newest convention centre has fast gained a reputation for offering a personalised, boutique event experience, with exceptional menus featuring award winning Queensland produce. The Royal ICC has three flexible halls, seven meeting rooms and two boardrooms opening to a 1,500m2 open outdoor landscaped Plaza.
Kirsty Clunes P: 07 3253 3947 E: kclunes@royalicc.com.au

SARAWAK CONVENTION BUREAU
Sarawak Convention Bureau (SCB) core objective is to firmly position Sarawak as an International Business Events destination through marketing and creating a sustainable meetings industry in Sarawak.
Anedia Kahar P: 080 042 516 E: anedia@sarawakcb.com

SAXTON SPEAKERS BUREAU
Saxton specialises in the provision of the finest speakers, entertainers, trainers and teambuilders, as well as offering a range of other services including media endorsements, contract negotiation, program design, copywriting, speaker management, 24 hour service and much more. Today Saxton sits as the first and foremost bureau in Australasia. We are very proud of the history, the growth and the range of services that we offer but the fundamental reason for our success is our people - we believe that it’s the passion, creativity and personal contact that has made all the difference. We invite you to experience the Saxton Difference. Tamie Stephens P: 1300 799 823 E: speakers@saxton.com.au

SHOWGIZMO
Creating mobile app technology since 2010 - ShowGizmo is proud to be the official app provider for ACE 2017. Our platform is designed with Associations in mind - allowing you to better connect and interact with your members at your events throughout the year.
Kait Brudzinski P: 02 8599 7234 E: support@showgizmo.com

SPIKE PRESENTATIONS
Andrew Klein, Director of Presentation Skills training company Spike Presentations, is one of Australia’s most engaged and engaging Professional Conference & Event MC’s. He is also one of this country’s foremost trainers and speakers in the area of Presentation Skills and Pitching for Business. Andrew Klein P: 0419 187 718 E: andrew@lunch.com.au

STRATEGIC MEMBERSHIP SOLUTIONS
SMS is Australasia’s leading consultancy specialising in sponsorship, membership and training for associations, charities and other not-for-profits. We have a range of services that can be tailored to the needs of clients including sponsorship and membership consultancy, sponsorship coaching, membership coaching, sponsorship brokerage, prospective sponsor databases, recruitment, public and keynote speaking, in-house training and facilitation.
Belinda Moore P: 0413 190 197 E: belinda@smsonline.net.au
SURVEY MATTERS
Survey Matters is the only research agency exclusively servicing the association, membership and non-profit sector. We offer member engagement and satisfaction surveys, association benchmarks, industry statistics and public opinion research. Our research provides the evidence you need to help you make better decisions, improve performance and increase your value to members and stakeholders. Brenda Mainland P: 03 9452 0101 E: bmainland@surveymatters.com.au

THE ASSOCIATION SPECIALISTS
The Association Specialists provides support and consulting services to over 60 national and international Associations, and their 20,000+ members, in Australia and Singapore. TAS’ services include: Association Management, Conference & Event Management, Financial Management, Sponsorship Sales, Marketing and Communications, C-Level Strategic Support. Nell Harrison P: 02 9431 8600 E: nell@theassociationspecialists.com.au

TOURISM NEW ZEALAND
More than an extraordinary location; New Zealand is where connections are made, new experiences are shared and relationships are forged. Boasting world-class facilities, spectacular landscapes, friendly people and unmatched experiences to motivate and invigorate. Go beyond convention; enquire how Tourism New Zealand can assist your next conference with the financial feasibility study, site inspection support & marketing assistance. Helen Bambry P: 02 8299 4800 E: helen.bambry@tnz.govt.nz

ZADRO
Zadro is an award-winning integrated communications agency specialising in the Association and Not-For-Profit sectors. Our team is passionate about creating unique communications that successfully engage your members and stakeholders. Our services include strategic planning, customer surveys, marketing, social media, public relations, branding and creative design plus public relations. Debbie Bradley P: 02 9212 7867 E: debbie@zadroagency.com.au
ACE SOCIALS

The ACE 2017 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 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: International Convention Centre, Sydney
Date: Wednesday 10 May 2017 6.30pm – 8.00pm
Dress: Smart Casual

Extra tickets: $95 per person

THE ACE CELEBRATION PARTY

Roll up, roll up, all aboard our harbour cruise to transport you to the land of carnival.

Venue: Surprise Mystery Location
Date: Thursday 11 May 2017 6.30pm – 7:30pm
Dress: Smart Casual/Conference Attire

Extra tickets: $125 per person

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