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HR SUMMIT

NATIONAL 2014

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SYDNEY 1-2 APRIL LUNA PARK



Kate Carnell AO
CEO,
Beyond Blue



Vijay Kashyap
HR Director, Asia Pacific
Campari Australia



Simone Carroll
General Manager HR,
REA Australia



Vanessa Porter
GM HR,
Staging Connections



Nick Gotsis
Leadership and Talent
Manager, IKEA



Sarah Robb
Head of G&A HR,
APAC, Google



Susan Henry
Head of People
and Culture,
Starlight Foundation



Melinda Tunbridge
HR Director,
SBS



Joydeep Hor
Managing Principal,
People+Culture
Strategies



Shiona Watson
HR Director Australia
and NZ, PepsiCo



Natalie James
Fair Work
Ombudsman

- Focused on delivering best-practice content
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- Program steered by extensive industry research
- Enhanced focus on employment law
- Broad spectrum of topics including leadership, change management, employee engagement and mental health

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The FAME Awards are hosted in New York City and recognise the best of the best in international events. The National HR Summit was highly recommended in the best expo/tradeshows/conference category.



DAY ONE TUESDAY 1 APRIL 2014

8:00AM REGISTRATION & EXPO HALL OPENS

9:00AM OPENING REMARKS FROM CHAIRPERSON

9:20AM VIEW FROM THE TOP: HR LEADERSHIP

In this inspirational session, Australian HR Awards 2013 HR Director of the Year Simone Carroll will share insight into the trajectory of her career.

Simone Carroll, General Manager HR, REA Group
Winner of HR Director of the Year, Australian HR Awards 2013

10:00AM CHANGE MANAGEMENT – THE ART AND SCIENCE OF LEADING CHANGE

Change within an organisation comes in many forms, be it through a business model change, external market change, new leadership, new products or even through implementing new policies and procedures. This session will take you through understanding performance and change including:

- Strategic leadership and change control
- Values-based and people-oriented approach to change management
- Hints and tips on critical stages and elements of change management

Shiona Watson, HR Director Australia & NZ, PepsiCo

10:45AM REFRESHMENTS & NETWORKING BREAK

11:30AM INSIGHT INTO GOOGLE'S CORPORATE CULTURE

Ever wanted to know what it's really like to work at Google? Sarah Robb, Google's Head of G&A HR for AsiaPAC will take you through Google's corporate culture in this interactive discussion.

Sarah Robb, Head of G&A HR – APAC, Google

12:15PM WORKPLACE BULLYING: NAVIGATING THE NEW LANDSCAPE

- Overview of the new laws: Coverage and new powers of FWC
- Policies, procedures and systems that effectively protect against bullying claims
- Best-practice bullying investigation process
- Where Courts draw the line between bullying and performance management?
- When does "interpersonal conflict" become bullying?

Joydeep Hor, Managing Principal, People + Culture Strategies

1:00PM LUNCHEON RECEPTION

Attendees are encouraged to visit exhibitor booths and get their Expo Passports stamped. Passports completed by 1pm on Day 2 are eligible to be included in our grand prize. The prize will be awarded at 1:00pm on Day 2. The winner must be present to collect their prize.

2:00PM PANEL DISCUSSION: IS CASH REALLY KING?

What's more important to employees: Money, or the soft stuff?

2:30PM LET'S GET TECHNICAL!

This session will discuss the top trends that will radically change the way organisations look at the workforce in the next decade, and what will tomorrow's work environment will look like.

- The "Consumerisation" and "Application" of HR
- How is Talent Analytics is transforming the HR Function
- Key elements of a strong BYOD corporate policy
- Best practices for video interviewing. The "why", the "how" and the "so what"?
- Human Centered Tech – and its implications for HR

Vanessa Porter, General Manager of HR, Staging Connections
Winner of Best Use of Technology, Australian HR Awards 2013

3:15PM REFRESHMENTS & NETWORKING BREAK

3:45PM THE BENEFITS OF CREATING A MENTALLY HEALTHY WORKPLACE

Research has consistently demonstrated a strong 'business case' for organisations creating mentally healthy workplaces. Organisations that promote mental health in the workplace have increased productivity, performance, creativity, and staff retention, and are more likely to be perceived as an employer of choice. In spite of this, many organisations are not fully realising the return on investment of creating a mentally healthy workplace. In this session, CEO of beyondblue Kate Carnell AO will discuss mental health in the workplace including:

- mental health conditions and their impact on the workplace when left untreated
- job stress and other workplace factors contributing to mental health conditions
- the role of organisational leaders and HR
- practical strategies to create a mentally healthy workplace

Kate Carnell AO, CEO Beyond Blue

4:30PM BECOMING A CHANGE AGENT: CHANGE LEADERSHIP

Vales based leadership as a successful management tool to increase engagement levels and organisational performance is gaining traction in organisations world-wide. The interconnectedness of leaders and followers in the 21st century requires a transformation from a transactional approach towards situational leadership methods. Mel Tunbridge will present an insightful case study about values-based leadership principles, its practical application of and the resulting improvements of leadership and engagement levels at SBS as well as a personal journey that has enabled her to drive this momentous change with a change resistant institution.

Melinda Tunbridge, HR Director, SBS
Finalist for HR Director of the Year, Australian HR Awards 2013

5:15PM NETWORKING RECEPTION (DRINKS)

Attendees are encouraged to visit exhibitor booths and get their Expo Passports stamped.



DAY TWO WEDNESDAY 2 APRIL 2014

8:00AM REGISTRATION & EXPO HALL OPENS

9:00 AM EMPLOYEE ENGAGEMENT AND THE BUSINESS STRATEGY: CONNECTING THEM FOR RESULTS

Gruppo Campari set up its business in Australia in early 2010, in the middle of the global financial crisis (GFC). By 2012 Campari Australia was in the top 6 spirits companies in Australia and this was achieved largely due to keeping employee engagement as the core element in the business strategy. In this session Vijay will share the Campari Australia story including:

- “Building Lifestyle Brands and People with Passion” – putting an EVP to life
- Building culture with robust commercial acumen- how they can be done together?
- Home truths on Leadership, Communication and Diversity.

Vijay Kashyap, Human Resources Director Asia-Pacific, Campari Australia

Finalist for HR Director of the Year, Australian HR Awards 2013

9:45AM HR'S SEAT AT THE TABLE: MASTERING YOUR OWN LEADERSHIP PRESENCE

How can you transform yourself from a good HR Manager into an extraordinary business leader? Leadership is not about style or emulating another leader. It's about responsibility and stewardship. A true leader appeals not only to people's minds, but to their hearts, as leaders demonstrate through their vision and values.

- What is authentic leadership? How can you become and remain an authentic leader?
- Making the transition from adviser to leader
- 10 communication secrets of great leaders
- Making your mark on the business the right way, being liked verses being respected.

Nick Gotsis, Leadership and Talent Manager, Ikea

10:30AM REFRESHMENTS & NETWORKING BREAK

11:15AM CASE STUDY: IMPLEMENTING SOCIAL RECRUITING STRATEGY THROUGH EMPLOYEE ADVOCACY

How can an organisation not only minimise costs while attracting the best talent, but develop a stronger employer brand? Social media provides an organisation access to an engaged talent pool while increasing the brand awareness of an organisation with potential employees. While recruiters are using social media to broadcast vacancies, there is still confusion as to how meaningful content that reflects your employee value proposition (EVP) and position your employer brand to help actively attract talent. This case study will provide insight on how Citywide developed their successful social recruitment strategy.

- Developing the business case
- Encouraging employee advocacy
- Systems integration
- Measurement and ROI
- The challenge for HR practitioners

11:45AM EMPLOYMENT LAW: SPOTLIGHT ON TERMINATION

- Awkward situations: terminations and redundancies in cases of long-term medical leave, carer's leave, annual or maternity leave
- When will retrenchment lead to an adverse action claim?
- The reverse onus rule: When selecting employees for redundancy, how to ensure that you're creating documentation that protects you from unlawful adverse action claims
- Separation agreements and golden parachutes

Joydeep Hor, Managing Principal, People + Culture Strategies

12:30PM LUNCHEON RECEPTION (INCLUDING PRIZE ANNOUNCEMENT)

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1:30PM VIEW FROM THE TOP: INSIGHTS FROM FAIR WORK AUSTRALIA

Natalie James is Australia's Fair Work Ombudsman. She was appointed to the position by the Governor-General for a 5 year term starting on 15 July 2013.

Under the Fair Work Act 2009, the Fair Work Ombudsman is responsible for promoting harmonious, productive and cooperative workplace relations and ensuring compliance with Commonwealth workplace laws.

Natalie James, Fair Work Ombudsman

2:15PM PANEL DISCUSSION: VIRTUAL TEAMS: CAN THEY REALLY BE AS EFFECTIVE AS TEAMS WHO SHARE AN OFFICE?

Is working from home really a good thing?

2:45PM REFRESHMENTS & NETWORKING BREAK

3:15PM CULTIVATING ORGANISATIONAL CREATIVITY IN AN AGE OF COMPLEXITY

Building an organisation with flexibility and agility requires leadership with the creativity to adapt to a constantly changing environment. Physical and functional boundaries will need to be addressed to make the most of an increasingly dispersed and diverse workforce that will stretch across traditional institutional lines. This session will outline how Starlight Foundation unleashed the creativity, flexibility and speed to seize elusive opportunities.

- Uncover the key capabilities of the creative organization
- Unleashing creativity, flexibility and speed
- Being creative when there is little to no budget for “people initiatives”

Susan Henry, HR Director, The Starlight Foundation

Finalist for HR Director of the Year, Australian HR Awards 2013

4:00PM CONFERENCE CONCLUDES

Free Activities

INDUSTRY EXPO

Visit the National HR Summit expo to find out about the latest products, services and techniques available from the best service providers in the industry. This is completely free to attend and open to all HR industry professionals. Bring your whole team and enjoy a productive day out of the office against a backdrop of stunning harbour views at the iconic Luna Park Sydney!

BRAND NEW!

INTERVIEWS ON THE EXPO FLOOR WITH AWARD WINNING HR LEADERS

This year there will be live interviews being held at the main stage on the expo floor from a list of the most influential HR leaders in Australia, including finalists and winners from the 2013 Australian HR Awards.

\$10,000! CASH GIVEAWAY



There will be a \$10,000 cash giveaway at the National HR Summit 2014 to one lucky person! You must visit all booths and get your National HR Summit 2014 passport stamped by each exhibitor to be in with a chance to WIN!



INTERACTIVE WORKSHOPS

Free, interactive workshops led by expert facilitators who will equip you with practical skills you can apply in your day-to-day work. All workshops are completely free to attend but places are limited so make sure you check the National HR Summit website regularly for updates and sign up early to ensure you don't miss out! We encourage workshop delegates to pre-register any questions they might have that each workshop presenter will receive in advance.

Day One TUESDAY 1 APRIL 2014

10:00–10:45am

UNLOCK THE HIDDEN POTENTIAL OF YOUR DATA FOR GREATER KNOWLEDGE ABOUT YOUR PEOPLE



Explore how you can use existing and untapped data sources in your organisation to shape your people strategy and also identify personalised and event-based management techniques. Onetest will shed light on how you can take advantage of the same big data developments being used in the customer insight community, as well as draw upon scientific methods for assessing individuals and characterising teams. Ride the new wave and gain practical insights into the relevance of data analytics for human resources.

Peter O'Hanlon, Head of Analytics, Onetest

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<input type="checkbox"/> STANDARD – Pay after 7th February 2014	\$1,850	\$5,550
<input type="checkbox"/> FREE EXPO AND WORKSHOPS	FREE	FREE
HR DIRECTORS FORUM		
<input type="checkbox"/> SUPER SAVER – Pay by 13th December 2013	\$1,500	N/A
<input type="checkbox"/> EARLY BIRD – Pay by 7th February 2014	\$1,750	N/A
<input type="checkbox"/> STANDARD – Pay after 8th February 2014	\$2,050	N/A

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If you are unable to attend, a substitute delegate is welcome at no extra charge. Cancellations received in writing 14 or more days in advance will receive a refund minus a \$200 administrative fee or the balance issued as a credit note valid for use towards another Key Media event within 12 months of the date of issuance. The company regrets **no refunds will be made less than 14 days prior to the event.** Should a delegate register for an event and cancel prior to full payment being made, a \$200 administrative fee will be charged. Should Key Media cancel or postpone a conference, delegates will receive a full refund. Key Media is not responsible for any loss, damage or additional costs incurred as a result of an alteration, cancellation or postponement of an event. Please note all speakers and content are confirmed at time of publication; however we reserve the right to modify or alter the program including advertised speakers without notice should circumstances beyond our control require substitutions or cancellations. Key Media is not liable for the content of any speaker presentations.

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DIRECTORS FORUM

SYDNEY 1-2 APRIL LUNA PARK

AN INITIATIVE OF **HRD**
HUMAN RESOURCES DIRECTOR



Russell Lansbury AM
Emeritus Professor,
The University of Sydney



Natalie James
Fair Work
Ombudsman



Neil Baker
Director People & Culture,
Cooper Grace Lawyers



Steve Johnson
Managing Director,
Transformation Partners



Chris Beer
President - Asia Pacific,
Luxottica



Patrick Medd
Learning & Development
Leader Asia Pacific
Advisory, Ernst & Young



Susan Davies
Director Human Resources,
Administration & Customer
Service, TNT



Jessica Murphy
National HR Manager,
IKEA



Richard Hall
Professor,
The University of Sydney



Helen O'Loughlin
Senior Executive Leader,
People and Development,
ASIC



David Hood
CEO,
IKEA



Sarah Robb
Head of G&A HR,
APAC, Google

- Focused on delivering high-level content
- New interactive and intensive leadership forum
- Enhanced focus on business and leadership skills
- Broad spectrum of topics including leadership, crisis management, succession planning and business partnering
- Presentations delivered by award-winning speakers and business leaders from global brands
- Brand new waterfront venue



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DAY ONE TUESDAY 1 APRIL 2014

8:00AM REGISTRATION & EXPO HALL OPENS

9:00AM OPENING REMARKS FROM CHAIRPERSON

9:20AM MAKING YOUR MARK – THE FIRST 100 DAYS IN A NEW LEADERSHIP ROLE

The term “first 100 days” has become widely recognized as a measure of leadership effectiveness and a bellwether of leadership success. What you do in your first 100 days will be absolutely pivotal to your success or failure in a new role. This session will provide you with insight into how to succeed in the critical first days of a new role.

- How to seal your leadership and build a team you can count on
- Coming in on the heels of a highly regarded leader with a stellar track record
- Avoiding the typical pitfalls of newcomers
- Striking a balance between going for “quick wins” that establish a virtuous circle of increasing credibility and help you to avoid a vicious circle of decreasing credibility and devising long-term strategy commitments

10:00AM INSIGHT INTO GOOGLE'S CORPORATE CULTURE

Ever wanted to know what it's really like to work at Google? Sarah Robb, Google's Head of G&A HR for AsiaPAC will take you through Google's corporate culture in this interactive discussion.

Sarah Robb, Head of G&A HR – APAC, Google

10:45AM REFRESHMENTS & NETWORKING BREAK

11:30AM C-SUITE SELECTION AND SUCCESSION PLANNING

Far too often organisations find themselves unprepared for various C-Suite succession scenarios. The bar is increasingly high: whether it's an unexpected departure, planned transition or longer term prospect, the HRD must know its options and play the appropriate role given the situation.

- Navigating the political contest and an ideological struggle among the powers within the organisation and the Board
- Defining the situational challenges of the incumbent (Start-up, Turnaround, Accelerated Growth, Realignment and Sustaining Success)
- Selecting from within – identifying strengths internally, common challenges encountered when moving from a functional role
- Measuring readiness of internal executives with C-Suite potential - How to accelerate the development of internal executives being groomed for the CEO-role

12:15PM ON-BOARDING AT THE TOP: HELPING NEWLY HIRED EXECUTIVES TO ADAPT QUICKLY

The main reason why newly hired outside executives have such an abysmal failure rate (40%, according to Harvard Business Review) is poor acculturation: They don't adapt well to the new company's ways of doing things. Here's how to help them avoid missteps.

- Guiding executives on how much of a mandate for change they really have
- Process versus relationships – knowing the balance
- Does your organisation have a ‘strong corporate immune system’—that attacks anything that doesn't “belong”?

**Neil Baker, Director People & Culture, Cooper Grace Lawyers
Finalist for HR Director of the Year, Australian HR Awards 2013**

1:00PM LUNCHEON RECEPTION IN VIP LOUNGE

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stamped. Passports completed by 1pm on Day 2 are eligible to be included in our grand prize. The prize will be awarded at 1:00pm on Day 2. The winner must be present to collect their prize.

2:00PM ACADEMIC KEYNOTE

Emeritus Professor Russell Lansbury AM was the foundation Director of the Australian Centre for Industrial Relations Research and from 1999-2009 joint editor of the Journal of Industrial Relations. His current research includes studies of the effects of management strategies of multinational enterprises on employment relations and labour practices. He was awarded a Senior Fulbright Fellowship at Harvard University and the Sloan School of Management at MIT.

Emeritus Professor Russell Lansbury AM, MA Melb. DipEd Melb. PhD Lond. Hon DLitt Macq., FASSA, University of Sydney

3:15PM REFRESHMENTS & NETWORKING BREAK IN VIP LOUNGE

3:45PM PARTNERING WITH THE CEO

As the HR Director, one of the highest-stakes business relationships you have is with your CEO. An effective working relationship between the head of the company and the head of people is vital to the success of the business. Learn in this session what makes a successful CEO-CHRO partnership. What distinguishes those few CHROs who enter the CEO's inner sanctum as trusted advisor?

- Understanding the CEO's world
- Looking at business priorities, opportunities and problems as a business leader first and as a functional leader second
- Managing the board with boldness and firmness but also diplomacy, an appreciation for subtle distinctions and astuteness in understanding directors' diverse viewpoints
- Positioning yourself as a catalyst for constructive engagement between executives and directors, especially around strategy
- Acting as sounding-board and trusted counsel to the CEO in building an effective working relationship with the board and detecting nuance in board dynamics

4:30PM PARTNERING WITH THE CFO

To gain influence in the C-suite, the savvy HR director needs an ally who has the “left brain” skills of metrics to meld the science of the business to the “right brain” art of managing talent. Hear in this session how to create a powerful leadership alliance including

- Working with the CFO to evaluate the impact, risks, and costs of retaining necessary talent in new markets.
- The CFO perspective: what audits reveal about corporate ethics, accountability, and culture — the underlying business issues of concern to HR.
- Working with the CFO to devise measurements of high-potential placement rates
- Working with the CFO to help the CEO to fully appreciate “pressure points” built into existing remuneration schemes
- Understanding HR's financial data and what you can do with it

5:15PM NETWORKING RECEPTION

Attendees are encouraged to visit exhibitor booths and get their Expo Passports stamped.



DAY TWO WEDNESDAY 2 APRIL 2014

8:00AM REGISTRATION & EXPO HALL OPENS

9:00 AM CREATIVE THINKING AND IDEA GENERATION

Budgets are cut, resources are low and output is on the increase. So we are asked to be 'more creative' and come up with 'new and exciting ideas', but how exactly can we help our brains with this process and encourage new ideas to emerge? This interactive and practical session will:

- Clarify some myths about creative thinking
- Explain how creativity fits within the Innovation process
- Explore different mindsets to help get the best out of our thinking
- Demonstrate 3 logical and simple tools that can start creative thinking

Patrick Medd, Learning & Development Leader Asia Pacific Advisory, Ernst & Young

9:45AM LEADERSHIP IN THE C-SUITE: SURVIVAL GUIDE

Successful management teams are visionary, entrepreneurial and future focused. This session will provide insider tips in how to develop genuine influence at the highest level.

- Preparing for the boardroom power plays. How do you build allegiances and ensure you have bargaining ability in those roles?
- How to dealing with egos, moving into silos, maintaining the confidence of the CEO
- HR director's role in creating the perfect composition and skills mix, the undertaking of board reviews etc
- Tips to quickly understand what hot buttons are relevant for each member of the executive team

Susan Davies, Director of Human Resources, Administration and Customer Service, TNT

10:30AM REFRESHMENTS & NETWORKING BREAK

11:15AM LEADERSHIP & THE POWER OF PURPOSE

In this session, *Australian HR Awards 2013 HR Champion (CEO) of the Year* Chris Beer will share his insights into leadership and transformation. By any measure, Chris was a successful and passionate CEO at the head of an undisputed market leader. So when the GFC hit consumer confidence, and a powerful competitor emerged for the first time, his confidence took a hit. After some soul searching, Chris and his leadership team decided to turn their burning platform into a burning ambition to transform their leadership and their company. In just over two years, they have dramatically shifted financial, customer and staff metrics in the most difficult retail environment for decades.

Chris will challenge our obsession with short term performance and our fixation with price and cost as the main levers for change. Chris' story will provide inspiration to those who are looking for a more authentic and purposeful leadership pathway amid the complexities of the 21st century.

**Chris Beer, President - Asia Pacific, Luxottica
Winner HR Champion (CEO) of the Year, Australian HR Awards 2013**

12:00PM IMPACT LEADERSHIP: CREATING LEADERS WHO MAKE YOU LOOK GOOD

Strong, people-focused leadership is the key ingredient in the successful

implementation of HR strategies. A good leader can turn abstract concepts into real and actionable outcomes (a poor leader can do the opposite).

Receive proven advice on how to turn good managers into extraordinary leaders.

- Engaging leaders to reinforce corporate values and culture
- Creating an 'achievement culture' in your organisation
- Cultivating a culture of accountability and responsibility

12:30PM LUNCHEON RECEPTION IN VIP LOUNGE

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1:30PM DIVERSITY AND CULTURAL CHANGE

Diversity is not just an HR issue; it's about good governance and decision-making. This session will explore:

- What diversity contributes to organisational practices
- Different ways organisations can embrace diversity
- How the process of change is as important as the outcome
- Working with the current culture to change the culture

Helen O'Loughlin, Senior Executive Leader, People and Development, ASIC

2:15PM INTEGRATING THE GROWTH OF PEOPLE AND BUSINESS TOGETHER THE IKEA WAY

IKEA take their people agenda seriously, in fact so much so that the people agenda isn't owned by HR, it's owned by the entire organisation. Working with people in an integrated way through their leadership, culture and values, talent management and career opportunities, all lead from the top down. In this session, CEO David Hood and National HR Manager Jessica Murphy will share their experience working together on this philosophy and the symbiotic relationship between the people agenda and financial success including:

- Evolving from a functional approach to HR towards a common belief in People that is woven through the fabric of an organisation
- Using the shared values as a method to secure business outcomes
- From the Global CEO to frontline co-worker – how setting people free drives growth.

**David Hood, CEO, Ikea
Jessica Murphy, National HR Manager, Ikea**

3:00PM REFRESHMENTS & NETWORKING BREAK IN VIP LOUNGE

3:30PM VIEW FROM THE TOP: INSIGHTS FROM THE FAIR WORK OMBUDSMAN

Natalie James is Australia's Fair Work Ombudsman. She was appointed to the position by the Governor-General for a 5 year term starting on 15 July 2013. Under the Fair Work Act 2009, the Fair Work Ombudsman is responsible for promoting harmonious, productive and cooperative workplace relations and ensuring compliance with Commonwealth workplace laws.

Natalie James, Fair Work Ombudsman

4:15PM CONFERENCE CONCLUDES

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