

SPECIAL ADVANCE NOTICE

HR Leadership 2006

Strategic Leadership National Conference

December 11-12, 2006

Avillion Hotel, World Square Sydney

Early Bird
Special
Register and Pay
by November 3
and SAVE 20%

A clear case has emerged for HR to transition from an operational support role into an enabler of strategic vision and a full partner at the strategy table.

This Seminar builds on the seminal work of HR sage Wayne Brockbank, bringing together Australia's leading HR thinkers and practitioners to present an approach framework and action pathway for HR to become truly Strategically Proactive!

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STRATEGIC PROACTIVE HRM

Given the increasing complexity of Australia's business environment, leaders are becoming dependant on the HR function to drive competitive advantage by proactively creating and enabling strategic business pathways. Thought leaders recognize the imperative for HR to embrace a strategic role, recognizing human capital as the primary differentiating factor in organisational growth and transition. Indeed, second-horizon HR science is revealing that a failure to embrace strategy raises the risk that the function will be rendered operational and marked for potential outsourcing.

SEMINAR OBJECTIVES

ExpoCo Events, with the assistance of the Australian Graduate School of Management, have developed this strategic leadership training

seminar, based upon the seminal work of renowned HR thinker, Wayne Brockbank, developing a framework for HR to become truly strategically proactive.

The Seminar features Australia's foremost HR academics and advisers who will present an application framework which, with the support of carefully chosen case-studies, will reinforce program goals via best practice examples in the Australian context.

WHO SHOULD ATTEND?

- HR Executives and Professionals
- CEO's
- CFO's
- General Managers
- Company Secretaries
- Business Development & Planning Managers
- Legal Counsel
- Compliance Managers
- Risk Managers
- Regulatory Managers

CANNOT ATTEND?

Purchase the conference notes and training materials for \$650 + 10% GST (\$715 total) by appropriately marking the registration form.

TRAVEL AND ACCOMODATION

Altitude Travel Randwick can provide airfare and accommodation packages for the conference at substantial discounts to the full economy airfare and hotel published rack rates (subject to availability). Please contact Norman or Henry at Altitude Travel Randwick for all reservations. Tel: (02) 9326 3577 Fax (02) 9326 3677 Email: info@altitudetravel.com.au

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INTRODUCTION

9:00-9:10

Opening Remarks from the Chair

THE CASE FOR STRATEGIC INTEGRATION

9:10-9:50

Opening Address – The Case for HR to Operate at a Truly Strategic Level

Steve Granland – General Manager, Australian Human Resources Institute (AHRI)

As the profession's premier leadership body, with a heritage spanning 60 years, AHRI is championing the evolution of HRM into a truly strategic pillar for organisations in the Australian context. Steve Granland, AHRI's General Manager, will discuss the emergence of HR as a pillar for competitive advantage, presenting the business case for strategic integration.

9:50-10:30

Taking HR from the Backroom to the Boardroom: HR Transition in Action

Bodo Mann - Managing Director, White Room Associates

- Making the transition from core to strategic
- Reorganising to embrace a strategic purpose
- Transition challenges and pathways

Break 10:30-10:50

STRATEGICALLY REACTIVE HRM – ENABLING THE CORPORATE AGENDA

10:50-11:30

Dimensions of HR Competitiveness: Defining the Strategic HR Function

Associate Professor Elizabeth George – Organization & Employment Relations Cluster, Australian Graduate School of Management

- Introducing Brockbank's formula for Strategic Transition
- Case-studies in strategically reactive HR

CONSOLIDATED LEARNING SESSION

11:30-12:30

Applied Corporate Strategy – An Introduction To Strategic Principles And The Implications For The HR Function

Dr Shayne Gary, Australian Graduate School of Management

Shayne Gary of the AGSM will present an introduction to corporate strategy in the HRM context, using best practice case-studies to discuss:

- External factors driving the need for HR to play a strategic role
- The strategic positions that HR can play; and
- Step-up strategies for the more traditional HR function

Lunch 12:30-1:30

1:30-2:15

Case Study: Deloitte - Creating a Strategy Focused Culture

Alec Bashinsky will review the culture change programme he implemented at Deloitte, presenting through experience the challenges and benefits of introducing and nurturing a strategy focussed culture

2:15-3:00

Case Study: Holden – The New Monaro – the Payoff from a Culture of Strategic Orientation

Scott Sandefur, Executive Director Human Resources, General Motors Holden

Scott Sandefur will review the success story of transitioning Holden's HR function into a valued and strategic business partner. Using the new Monaro to demonstrate the payoff of a winning culture, Scott will present the program for promoting a strategic orientation within Holden's employee culture.

Break 3:00-3:20

3:20-4:00

HR's Strategic Role in the Change Management Process

Boston Consulting Group

- Change Management as an enabler of strategic vision
- A design and implementation framework for effecting strategically oriented change management
- Pitfalls and Pearls – Notable international case-studies

4:00-4:40

Case Study in Organisational Change – Managing the Challenge of an Aging Workforce

Dr John Barclay – Director of Personnel Relations, Australian Catholic University

- Managing the critical challenge of a changing workforce
- Implementing the 'Pathways to Retirement' strategy
- The ACU experience
- Reflections on the process and lessons learned

4:40-4:50

Closing Remarks from the Chair

5:00pm

**End of Session Networking Cocktails
Compliments of ExpoCo Events**

STRATEGICALLY PROACTIVE HRM – CREATING STRATEGIC BUSINESS ALTERNATIVES

9:00-9:10

Opening Remarks from the Chair

9:10-9:50

Dimensions of HR Competitiveness: Defining the Strategic HR Function

Associate Professor Elizabeth George – Organization & Employment Relations Cluster, AGSM

- Strategic Proactive HRM:
 1. Innovation and Creativity
 2. Mergers & Acquisitions
 3. Matching Internal Capabilities to Environmental Capabilities
 4. Other Strategic Objectives

9:50-10:30

Earning the Respect of the CEO – Proactive Roles for HR

Virgin is one of the best known brands on the face of the earth today, with a strong focus on culture, values and pioneering leadership. Virgin Blue's Brett Godfrey will discuss changing expectations for HR, in particular the proactive responsibility for driving culture, innovation and creativity, thereby growing capabilities in core business functions as diverse as marketing, service development, corporate finance and strategic planning.

Break 10:30-10:50

10:50-11:30

Bristol-Myers Squibb: Reflections on Innovation through Diversity

Tracy Eithorn - Director, Human Resources, BMS Australia

For BMS the key to innovation is to strategically embrace diversity. Tracy Eithorn recognises that "someone who doesn't see the world the way that you do may actually have something to offer. That's where tolerance comes in, but it's very much back to everyone looking for the new, looking for the innovation that may help us get there." Tracy Eithorn will reflect on BMS's program of diversity and confront the new strategic role of HR in driving innovation and growth.

11:30-12:10

The Coal Face of Creativity – Adapting Silicon Valley HR for Australia

James Anderson - HR Director, Big World

BigWorld is a leading games middleware company, focused on next-generation tools and development environments for the online game space supporting platforms such as PC, Xbox, Xbox2, Playstation, PS2, PS3, Linux and Mac. James Anderson will review the strategic role of HR in developing a culture to support world leading innovation in an aggressive international environment.

12:10-12:50

Creating Internal Capabilities Based Upon Future External Environmental Requirements

Richard Hall, Associate Professor, University of Sydney

- Becoming truly strategic - HR's central role in optimising the internal and external human interface
- Enhancing employee understanding of market realities and requirements
- Creating Customer focused value systems

Lunch 12:50-1:50

1:50-2:30

HR's role in transitioning staff to greater role and environmental sophistication

Gone are the typing pools, secretaries, slide-rules, computer-free desks, local markets and limited choices. All occupational roles are embracing technology and having to adapt to the realities of global markets and sophisticated taxation, marketing and regulatory environments. Staff have greater opportunities, labour and capital are becoming footloose given a global environment. This has not been a one-off step change, but rather an ongoing evolution in role and environmental sophistication. What next? How can HR support and facilitate an inevitable process?

2:30-3:10

OD Issues in the M&A Process

Michael Hart - Director, Fathom Consulting

- The human dimension of the M&A process
- Pre-planning to overcome common fail-points
- Integrating organisations to achieve strategic objectives

Break: 3:10-3:30

3:30-4:10

A Global Pandemic? Strategic HR and Proactive Risk Management

Terry Stephens - Principal, Mercer Human Resource Consulting

In the event of a major global pandemic, preparedness and proactive planning will be crucial to maintain business continuity and to protect the health and well being of employees. Terry Stephens, Principal at Mercer Human Resource Consulting explains how Australian businesses can prepare for the human resource implications.

4:10-4:50

Future Horizons – What Next for HR?

Anna-Lucia Mackay and Anthony Sork - Directors, HCM Global
Fully outsourced HR? HR having a prominent and entrenched seat at the strategy round table? Anthony and Anna-Lucia will survey future visions for HR, presenting possible evolutionary scenarios and drivers that may shape how HR will evolve beyond the current horizon.

4:50-5:00

Closing Remarks from the Chair

5:00pm Close

FAX - BACK REGISTRATION FORM

Please print or photocopy this form for multiple registrations

Mr/Mrs/Ms/Dr

First Name

Surname

Position

Company

Address

.....

Postcode City

State Country

Tel

Fax

Email

Authorising Manager

Position

REGISTRATION

	Fee	GST	Total
Early Bird	\$1790	\$179	\$1969
Standard Registration	\$2190	\$219	\$2409
Group Booking Rate	(3rd ticket free)		
Conference Notes Only	\$650	\$65	\$715

PAYMENT METHOD

Crossed Cheque,
made payable to ExpoCo Events

Amex Visa MasterCard

Diners Club Bankcard

Card Holders Name

Amount

Card no

Signature

Expiry date

Early Bird Discount: Register with full payment by Friday November 3 to incur \$400.00 discount

Venue: Avillion Hotel, Corner Liverpool & Pitt Streets, Sydney NSW, 2000. Tel 02 8268 1888

Host: ExpoCo Events ABN: 95 996 408 317

Accommodation: Accommodation and travel may be arranged by the organisers, or our preferred travel agents, at special conference rates. Please contact us directly to enquire further

Cancellation: If unable to attend, a substitute delegate is welcome.

For cancellation of registration, notice in writing must be received at least 14 days prior to the conference, and occurs a \$200 fee (+GST).

From 7-14 days prior, conference documents and a 50% refund are available.

No refunds are possible less than 7 days prior to the conference.

Content and timing may be amended, and any changes will be communicated to delegates.

Some changes are expected for the final program.

Register and Pay by November 3 and SAVE \$400.00

HOW TO REGISTER:

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