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and pay by
Friday, March 26
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\$200.00

STRATEGIC PLANNING 2004

NAVIGATING THE FUTURE

Scenario Building Seminar
April 29, 2004

Australian Graduate School of Management, Sydney

KEYNOTE PRESENTATIONS

A Scenario-Based Outlook for Key Economic Indicators

Bill Evans - General Manager, Economics, Westpac

Navigating the Future: Australian Industry Sector Analysis

Chris Richardson - Director, Access Economics

Developments in Strategic Planning Research

Jay Horton - Principal, Everest Group Australia

Hosted by:



Strategic Planning 2004 Scenario Building Seminar

The rate of change affecting the present environment for business performance and growth presents a challenge to the strategic planning processes of most Australian companies. The organizations that will succeed and thrive in this environment will be those that can confidently manage an uncertain future, and thereby out-plan and out-think their best competitors.

The Strategic Planning 2004 *Scenario Building Seminar* is a premier industry event for organisational leaders, professionals and other senior personnel that have responsibilities for business planning at either a corporate, divisional or departmental level, including leaders from finance, sales and marketing, corporate affairs and administration.

THE PREMIER ANNUAL STRATEGIC PLANNING EVENT, DESIGNED TO UPDATE PLANNING PROFESSIONALS ON EMERGING ECONOMIC AND POLITICAL FORCES, AND PROVIDE THE TOOLS TO EFFECTIVELY MEET THE STRATEGIC PLANNING CHALLENGE.



Seminar Objectives

- A workshop designed to provide a strategic review of the future business environment, with a particular emphasis on key economic indicators, the political risk environment, and of developments in planning methods and techniques, set within the Australian business context.
- Featuring leading visionaries and practitioners from industry, government and academia, with expertise in the identification and management of leadership challenges in an environment of change and uncertainty.

Who Should Attend?

All Senior Management and Executives with a role in the Corporate Planning process, including:

- CEO's
- CFO's
- General Managers
- Strategic Planning Managers
- Company Secretaries
- Business Development Managers
- Legal Counsel
- Risk Managers
- Regulatory Managers
- Compliance Managers
- Information Managers

Cannot Attend?

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

Travel and Accommodation

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



PROGRAMME · SCENARIO BUILDING

9:00 - 9:10

Opening Remarks from the Chair

Strategic Outlook

9:10 - 9:50

Strategic Planning: An Australian Case Study

Les Pickett - Managing Partner, HR International

- An introduction to Strategic Planning in the Australian Context
- An Australian Corporate Case Study
- Lessons for Corporate Planning

9:50 - 10:30

A Scenario-Based Outlook for Key Economic Indicators

Bill Evans - General Manager, Economics, Westpac

- Economic growth
- The Aussie dollar
- Interest rates
- Inflation

Break: 10:30 - 10:50

10:50 - 11:30

Business Infrastructure Reform: Emerging Issues and Developments

- The FTA - What it means for Australian organisations
- Adjustment issues in a post FTA environment
- Expected features of the future reform landscape

11:30 - 12:10

Navigating the Future: Australian Industry Sector Analysis

Chris Richardson - Director, Access Economics

- A framework for developing sector specific scenarios
- The business outlook for key industry sectors
- About Access Economics scenario planning services
- Implications for policy development and strategic business planning

12:10 - 12:50

The Forward Political Landscape

Justin Dilollo - Director, Hawker Britton

- The forward political climate - issues for Australian organisations
- Emerging lobby activity and implications industry policy
- Key political scenarios for Australian business

Lunch: 12:50 - 1:50

Scenario Planning - Developments and Techniques

1:50 - 2:30

Developments in Strategic Planning Research

Jay Horton - Principal, Everest Group Australia

- What are the winners doing right?
- What are the losers doing wrong?
- Scenario development in the context of industry re-structuring
- Guidelines for effective scenario development for re-design of your organization's value chain

2:30 - 3:10

Evolutionary Economics: What it means for corporate planning

Steve Keen - Associate Professor Economics, University of Western Sydney

- An introduction to evolutionary economics
- Forward pathways, resilience analysis and change factors
- Determining dynamic scenario pathways using agent based modelling

Break: 3:10 - 3:30

Applied Game Theory Special

3:30 - 4:10

Game Theory in the Australian Business Context

Dr Roger Bradbury - Managing Director, Tjurunga

- An introduction to game theory
- Who is using game theory to model strategic behaviour?
- What insights can applied game theory provide?

4:10 - 4:50

Using Game Theory to Model Strategy Scenarios

Dr Roger Bradbury - Managing Director, Tjurunga

- Establishing a capability in game theory modelling
- A step by step method for developing a game theory model
- Using the model and interpreting its insights

4:50 - 5:00

Closing Remarks from the Chair

5:00pm

End of Session Networking Cocktails

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
<input type="checkbox"/> Early Bird	\$1190	\$119	\$1309
<input type="checkbox"/> Standard Registration	\$1390	\$139	\$1529
<input type="checkbox"/> Group Booking Rate		(please call)	
<input type="checkbox"/> Conference Notes Only	\$650	\$65	\$715

Payment Method

- Crossed Cheque,
made payable to Quorum United
- Amex Visa MasterCard
- Diners Club Bankcard

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Expiry date

Early Bird Discount: Register with full payment by Friday March 26 to incur \$200.00 discount.

Venue: Australian Graduate School of Management
Level 6, 1 O'Connell Street,
Sydney NSW 2000; T: + 612 9931 9455

Host: Quorum United PTY LTD -
Events excellence ABN: 21 096 634 070

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.

This special advance notice program is correct at time of printing. Some content or speaker changes are possible by the final event date and these will be immediately communicated to delegates.

HOW TO REGISTER:

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