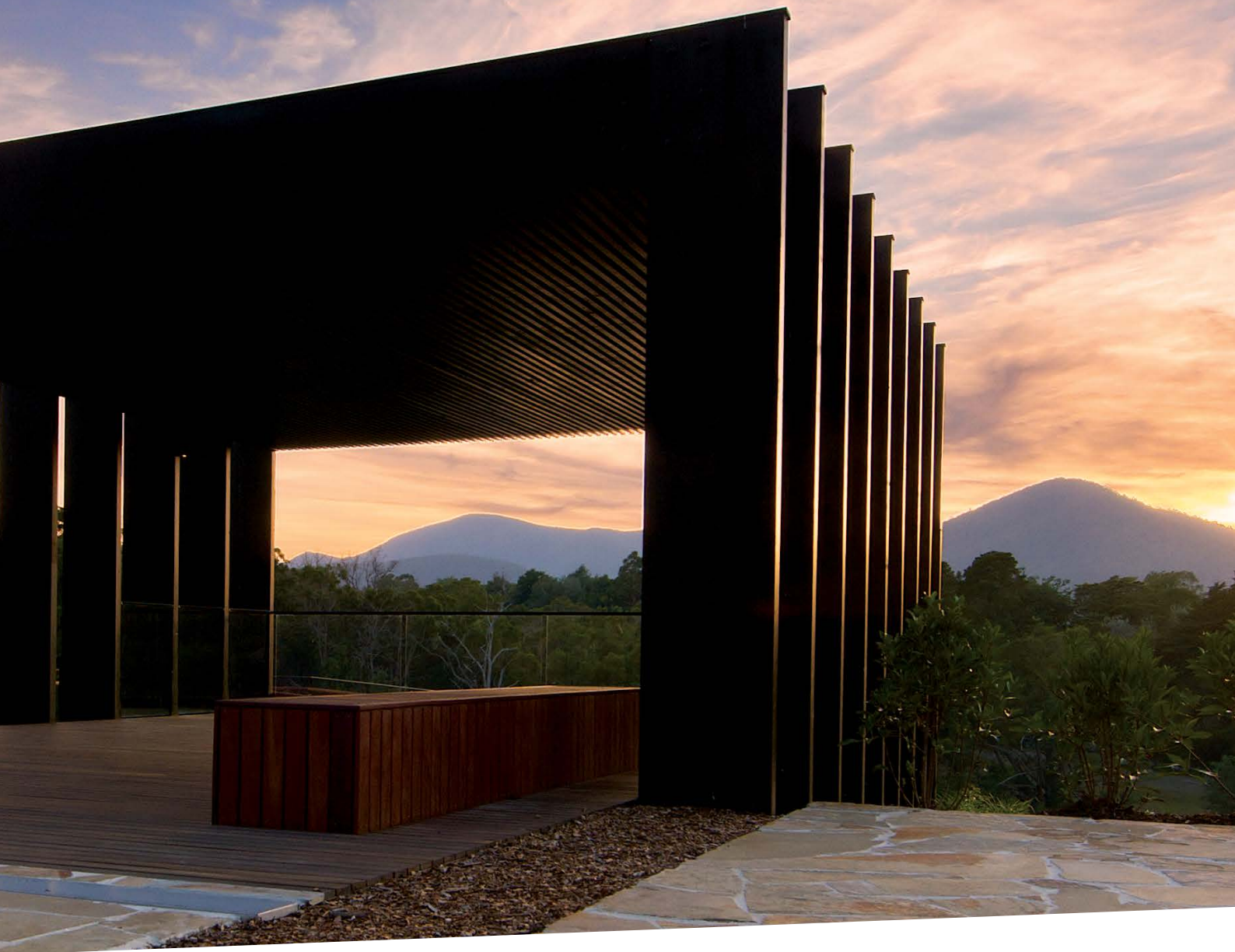


Program

IPA Victoria Congress 2015

Thursday 12 - Friday 13 March
RACV Healesville, Yarra Valley



IPA INSTITUTE OF PUBLIC ACCOUNTANTS[®]

publicaccountants.org.au/viccongress2015



General information

Location & Venue

RACV Healesville
122 Healesville-Kinglake Road
Healesville
Victoria, 3777

Nestled in the foothills of the Great Dividing Range, and only a 75 minute drive from Melbourne, RACV Healesville Country Club is the 2015 Congress venue, providing you with a perfect location which offers a great range of benefits and facilities, complemented by the welcoming atmosphere and exceptional customer service for which the RACV club is renowned. Guests can relax and be pampered at the luxurious One Spa facilities, perfect their swing on the 18 hole golf course, test their skills in the games and billiard rooms or simply enjoy the stunning views.

Known for its food, wine and breathtaking scenery, the Yarra Valley guarantees all guests an indulgent experience. Join us in March 2015 to enjoy the beauty of the Yarra Valley and benefit from the best in professional development at the IPA Victoria Congress.



General information

Accommodation

Special accommodation rates have been negotiated for delegates at two locations.

RACV Healesville

Accommodation rooms at RACV Healesville are available at \$227 per single, per night or \$237 per double/twin room, per night. These rates include accommodation and breakfast.

Please note: a set number of rooms have been set aside for delegates at RACV. These will be held until Sunday 15th February 2015, upon which any unbooked rooms will be released. Delegates will still be able to book accommodation after the 15th, however this will be subject to availability.

How to book

Accommodation is to be booked directly with RACV Healesville by calling the reservations team on **03 5962 4899**. Quote the **"Institute of Public Accountants"** to receive the negotiated rates. A deposit of \$100 will be required upon booking, with the balance payable prior to departure from RACV.

Balgownie Estate

Based approximately 10 minutes drive from RACV Healesville, Balgownie Estate can provide accommodation for delegates for \$237 per night (including breakfast).

Please note: a set number of rooms have been set aside for delegates at Balgownie. Any unbooked rooms will be released on Sunday 8th February 2015. Delegates will still be able to book after the 8th February, however this will be subject to availability.

How to book

Accommodation is to be booked directly with Balgownie Estate by calling **03 9730 0700**. Quote the **"Institute of Public Accountants"** to receive the negotiated rate.

Alternative Accommodation Options

If you would prefer to book alternative accommodation in the Yarra Valley, please [click here](#) for further accommodation options.



General information

Parking

Free parking will be available for Delegates at the RACV club for the duration of the Congress. Please contact RACV Healesville on 03 5962 4899 if you have any questions regarding the parking available.

Dress Code

At the request of the RACV Club, a smart casual dress code is expected of delegates at all times. For those wishing to utilise the golf course or dine at the Blue Tree Grill, a collared shirt must be worn (polo shirts are acceptable in these instances).

If you wish to familiarise yourself with the RACV Club dress code, please [click here](#).

Delegate Presentation Notes

To help us to lower our environmental footprint, we are inviting delegates to go paperless at the Congress. Attendees can opt to receive the session notes electronically rather than a hardcopy delegate folder. This option is highly recommended if you wish to use a laptop or tablet. This initiative not only saves on paper usage, but will also save you money.

An email informing delegates how to access the notes webpage will be sent out at least two days prior to the Congress. There will also be free wifi at the venue, allowing you to access presentations whilst onsite. When you register to attend the Congress, you will be asked to select your preference of online or hardcopy notes. Changes to this selection will not be permitted after 5pm on Wednesday 4th March 2015.

Delegate Presentation Notes Options

- Soft Copy/Electronic File (included in registration price)
- Hardcopy Delegate Folder (an additional \$29.00, including GST)

Delegate Registration Options

	Inclusions	Early Bird Rate (Register & Pay before 4 February 2015)	Regular Rate (Register & Pay from 5 February to 4 March 2015)
Full Package	<ul style="list-style-type: none"> All education sessions Catering for morning tea, lunch & afternoon tea on Thursday & Friday Wine Tasting on Thursday evening Gourmet BBQ Dinner on Thursday evening Congress materials, satchel and electronic copy of presentation notes (Note: hardcopy notes are available for an additional \$29) Accommodation is <u>not</u> included 	<ul style="list-style-type: none"> ○ \$749 Member ○ \$849 Non-Member 	<ul style="list-style-type: none"> ○ \$849 Member ○ \$949 Non-Member
Single Day Registration	<ul style="list-style-type: none"> All education sessions on nominated day Catering for morning tea, lunch & afternoon tea on nominated day Congress materials, satchel and electronic copy of presentation notes (Note: hardcopy notes are available for an additional \$29) No social functions Accommodation is <u>not</u> included 	<ul style="list-style-type: none"> ○ \$400 Member ○ \$449 Non-Member 	<ul style="list-style-type: none"> ○ \$449 Member ○ \$499 Non-Member
Social Ticket	<ul style="list-style-type: none"> Suited for Single Day registrants and partners of delegates Social ticket includes wine tasting and gourmet BBQ dinner on the Thursday evening 	<ul style="list-style-type: none"> ○ \$89 	



Social Program

The social function on the evening of Thursday 12th March 2015 is a fantastic opportunity to relax and network while enjoying the company of your industry colleagues, friends and the IPA team.

You will be required to indicate on your registration form which social functions you will be attending as part of your registration. Please note that you must RSVP in order to attend the social functions even if it is included in your registration option.

Wine Tasting

Thursday 12th March 2015

6.30pm - 7.15pm

A wine tasting session will be provided by a local boutique winery, Coldstream Hills. Join Coldstream Hills Representatives for a 45 minute session tasting some of their limited release Single Vineyard and Reserve wines. Delegates will have the opportunity to take advantage of special prices available on the day and a free delivery back to RACV for all orders placed.

Gourmet BBQ Dinner

Thursday 12th March 2015

7.30pm to 10.00pm

Join us for an evening of relaxation and socialising as we enjoy a gourmet BBQ dinner, accompanied by local entertainment and the stunning surroundings of the RACV Club.

Partner Program

For those delegates wishing to bring a spouse, partner or guest, there will be Partner Excursions on offer and they are warmly invited to purchase a social ticket to join in with the social activities with other delegates.

There will be two optional daytime excursions available for purchase. Please note that minimum numbers are required for these activities to go ahead. Partners participating in the excursions should meet in the lobby of RACV Healesville 10 minutes before the scheduled start time.

Excursion 1 - TBC

Thursday 12th March 2015

Time TBC

Cost TBC

Excursion details coming soon. Watch this space!

Excursion 2 - TBC

Friday 12th March 2015

Time TBC

Cost TBC

Excursion details coming soon. Watch this space!

Own Excursions

For those who wish to plan their own excursions, the Yarra Valley has a variety of activities and attractions on offer including hot air ballooning, art galleries, the Healesville Sanctuary and much more!

To find out more about Yarra Valley excursions [click here](#).

Program

The education program offers delegates the opportunity to gain up to 16 hours of CPE, and engage in practical and relevant sessions all delivered by industry experts.

Wednesday 11 March 2015

7.00pm Early arrivals are invited to join IPA Staff at the Terrace Bistro for informal drinks and dinner (at the Members own expense). Please RSVP to sara.muggeridge@publicaccountants.org.au

Thursday 12 March 2015

8.45am Registration Desk Opens

9.15am – 9.30am **Opening Address**

Andrew Conway, *CEO Institute of Public Accountants*

9.30am – 10.15am **Presentation 1 - Plenary (Keynote)**

How to get the most out of your Congress

Petris Lapis, *Director, Petris Lapis Pty Ltd*

10.15am – 11.00am **Presentation 2 - Plenary (Keynote)**

Small Business: A Big Deal

Brett Bassett, *Senior Executive Leader (Small Business & Compliance) and Queensland Regional Commissioner, ASIC*

11.00am - 11.30am Morning Tea

11.30am – 12.15pm **Presentation 3 - Concurrent sessions**

3A. Coming Soon

3B. Coming Soon

12.15pm - 12.20pm Interlude

12.20pm – 1.00pm **Presentation 4 - Plenary (Keynote)**

Mental Health in the workplace

Hon Jeff Kennett, *Chairman, Beyond Blue*

1.00pm - 1.55pm Lunch

2.00pm – 2.55pm **Presentation 5 - Concurrent sessions**

5A. Coming Soon

5A. Occupational Health & Safety

Rima Newman, *Partner, Logie-Smith Lanyon Lawyers*

2.55pm - 3.00pm Interlude

3.00pm – 4.00pm **Presentation 6 - Concurrent sessions**

6A. Working in the Cloud: A Practitioner Case Study

Alycia Edgar, *Business Performance HQ and IPA Victoria Member*

6B. Coming Soon

4.00pm - 4.25pm Afternoon Tea

4.30pm – 5.15pm **Presentation 7 - Plenary (Keynote)**

Ten Guiding Principles

Ron Gauci, *Ausmuse/Interim CEO at NMIT/ Ex CEO and Managing Director of Melbourne Storm*

5.15pm Education Sessions End and Registration Desk Closed

6.30pm – 7.15pm Wine Tasting and Pre-Dinner Drinks

7.30pm – 10.00pm Congress Dinner: Gourmet BBQ

Program

Friday 13 March 2015

8.45am	Registration Desk Opens	
8.30am – 8.45am	Recap from Day 1 Michael Linke, <i>Congress MC</i>	
8.45am – 9.30am	Presentation 8 - Plenary (Keynote) Avoiding a watchdog's bite: Insight into IBAC Simon Heath, <i>Deputy Commissioner, Independent Broad-based Anti-corruption Commission (IBAC)</i>	
9.30am – 10.15am	Presentation 9 - Plenary (Keynote) Topic TBC Dr Michael Schaper, <i>Deputy Chair, Australian Competition and Consumer Commission (ACCC)</i>	
11.00am - 11.30am	Morning Tea	
	Presentation 10 - Concurrent	
10.45am – 11.40am	10A. How to convert your \$300 clients into \$3,000 ones Matt Phipps, <i>Marketing Manager, Investment Property Research Group Pty Ltd</i>	10B. Coming Soon
11.40pm - 11.45pm	Interlude	
11.45am – 12.45pm	Presentation 11 - Concurrent	
	11A. Coming Soon	11B. Coming Soon
1.00pm - 1.55pm	Lunch	
1.45pm – 2.40pm	Presentation 12 - Concurrent	
	12A. Coming Soon	12B. Coming Soon
2.40pm - 2.45pm	Interlude	
2.45pm – 3.45pm	Presentation 13 - Concurrent	
	13A. Coming Soon	13B. The secret to being more productive Petris Lapis, <i>Director, Petris Lapis Pty Ltd</i>
3.45pm - 4.10pm	Afternoon Tea	
4.15pm – 4.45pm	Presentation 14 - Plenary Congress wrap up Petris Lapis, <i>Director, Petris Lapis Pty Ltd</i>	
4.45pm – 5.00pm	Closing Address Michael Linke, <i>Congress MC</i>	
5.00pm	Congress Closed	

Master of Ceremonies



Michael Linke

Michael is responsible for the strategic direction of the IPA's marketing and communications teams, together with the educational and academic pathways growth strategies within Australia and through IPA target markets overseas. A critical focus of Michael's team is to enhance IPA recognition and brand awareness across industries and through the academic arena.

Michael joined the IPA in 2012, having relocated back to Australia after spending twelve years working overseas in senior leadership positions in London and New York for global organisations including Deloitte, the investment bank J.P. Morgan and The Washington Post's educational arm, Kaplan. Michael has focused his career on various disciplines of brand, marketing, postgraduate educational development and communications. Michael's academic qualifications are in Marketing, Law and Commerce, and he is a Fellow of the UK's Chartered Institute of Marketing.

Presenter Profiles



Brett Bassett

Brett Bassett began his appointment as the Queensland Regional Commissioner of ASIC in December 2011 and is the Senior Executive Leader of Small Business Compliance and Deterrence, a position he has held since October 2009.

Brett has a regulatory and consulting background having worked in the Qld Police, NSW Department of Fair Trading, the ACCC and now ASIC. Brett also spent 8 years working in the forensic consulting industry where he worked for a Big 4 accounting firm and also at a leading insolvency firm where he helped establish a forensic practice.

Brett is responsible for ASIC's engagement with small business and as part of this, his team undertake compliance, surveillance and enforcement work in that industry sector. Brett is also responsible for the strategic relationship between ASIC and the ATO and is currently leading the project to develop ASIC's User Pays Funding Model.



Matt Phipps

Originating from the US, Matt has over 20 years' experience in major corporate and consulting agency environments. Starting out in marketing, Matt followed his passion and created a brand marketing agency that he grew to 40 employees and over \$8 million in sales.

He then moved on to build a healthy fast food franchise to over 15 locations and Entrepreneur Magazine named it in the Top 30 New Franchises of 2008. Matt later sold out of that business and moved to Australia where he now owns a marketing software company and is the Marketing Manager of IPRG.

Presenter Profiles



Dr Michael Schaper

Michael's work has a special focus on small business, franchising, industry associations and business liaison with the national competition & consumer protection regulator. Dr Schaper was first appointed in July 2008. He is currently also an Adjunct Professor with Curtin University in Western Australia, and chairs the advisory board of Griffith University's Asia-Pacific Centre for Franchising Excellence.

A previous president of the Small Enterprise Association of Australia & New Zealand, he brings extensive experience in the area of small business through his previous roles as Small Business Commissioner for the Australian Capital Territory, Dean of Murdoch University Business School in Western Australia, lecturer at Curtin University and professor at the University of Newcastle Australia. He has served as chairperson of the ACT Small & Micro-Business Advisory Council and a director of the International Council for Small Business. In 2009 he was recipient of the "National Small Business Champion Award" by the Council of Small Business Organisations of Australia.

The author or co-author of numerous business management books, he has been a regular columnist in a number of national magazines, newspapers and journals on business issues. He has also worked as a policy advisor to government at both the state and federal level. Dr Schaper is a member of the ACCC's enforcement and adjudication committees. He holds a PhD and a Master of Commerce degree from Curtin University, as well as a Bachelor of Arts from the University of Western Australia.



Petris Lapis

Petris Lapis is an all-time IPA favourite and was the highest rated Presenter at last year's National Congress. With Commerce and Law Degrees and a Master of Taxation, Petris is well qualified to present and educate on tax and banking topics but as the director and senior trainer of her own training organisation she now specialises in providing non-technical skills to businesses and professional associations. Petris has nearly 25 years of experience as a conference and seminar presenter and has published several books and hundreds of papers. Her intellect, passion, enthusiasm and humour have been embraced by audiences across Australia.



Ron Gauci

Ron Gauci is currently the Interim CEO of the Northern Melbourne Institute of TAFE (NMIT). The Institute's recent results signalled the need for the Board to take action in transforming NMIT to protect its one hundred year history and secure its future within the highly competitive education sector. Ron was sought out for the role to develop a successful recovery strategy with the objective of appointing a new CEO to then continue the transformation process.

Prior to that, Ron was CEO & MD of the Melbourne Storm Rugby League Club, which in April 2010, was embroiled in the Salary Cap scandal that rocked the sporting world. Gauci joined Storm in July 2010 when the club was at its lowest point in its history. Gauci was set the objective of repairing the Club's brand to enable its then owner, News Ltd to divest of the club so that it in turn could focus on its core business. Gauci oversaw the restoration of the Storm to its most successful level since its inception in 1998 becoming one of the NRL's powerhouses. Having successfully delivered the Club to exceeding its commercial metrics to record levels, News Ltd was able to divest of the Storm under three years from Gauci's arrival.

Over the past few decades, Gauci has developed a reputation as a "Mr. Fix It" businessman taking on some of the most difficult challenges. He enjoys growing organisations to a point where they meet their potential. Gauci has an innate ability to generate opportunity and growth despite any adversities and challenges. His Ten Guiding Principles provide the basis for that success.

Presenter Profiles



Simon Heath

Simon Heath was admitted to practise 30 years ago, having graduated from the University of Melbourne with degrees in Arts and Laws. He subsequently obtained a Master of Laws from the University of London. Prior to joining IBAC as Special Counsel, Simon had been a partner in private practice specialising in litigation and administrative law. Simon was sworn as IBAC's Deputy Commissioner in August 2013.



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