

Janus Consulting National Conference for

**Personal Assistants to Principals, Heads of School
or Senior Executives in Education**



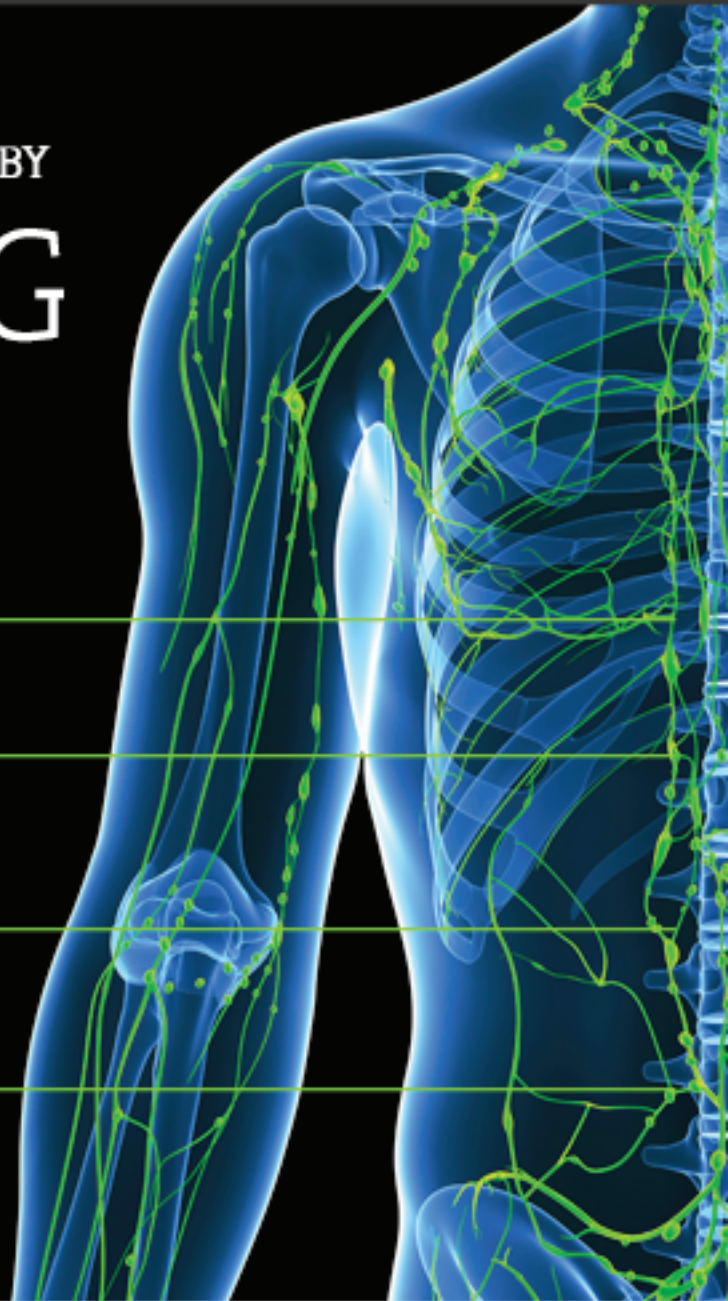
A PERSONAL ASSISTANT IN FACT AND IN PRACTICE...
A SECRETARY NO LONGER

DOING WHAT I DO EVEN BETTER BY
**SWITCHING
ON MY
CORE**

THE 2013 NATIONAL
CONFERENCE:

HILTON ON THE PARK
192 Wellington Parade,
East Melbourne VIC 3002

Thursday, May 23rd and
Friday, May 24th, 2013



A secretary was once appointed to assist with correspondence, keep records and make appointments. But the Front Office is evolving.



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Doing what I do even better by

SWITCHING ON MY CORE

But the Front Office is evolving: your professional domain is expanding because

- **Parents, students and teachers expect access** because the internet, e-communications, sms, social media and i-phones have broken through the old, formal lines of communication
- **This increasing access brings associated challenges** such as client relations, impressions, time limitations and management, governance, together with a litigious mindset and the prime need to maintain operational focus while managing the business of the office especially for the Principal, the Heads and the EMT
- **The Information Age has flooded** the workplace with research data and professional opinion accentuating the need for research, judgment, professional and personal discernment, delegation and people management each requiring **new qualities, skills and intelligences**
- **The work cannot be done single-handedly... priorities have to be established, time has to be cleared to lead and significant leadership and managerial roles need to be devolved or delegated** which in turn necessitates a new structure whose operations need to be organised and co-ordinated
- **The growing importance of everyone's time**

In this domain, you cannot simply do letters and answer the telephone any more. You are now performing a much broader role. This Conference will address what the dimensions of that role are likely to be together with the skills and strategies you might employ to make the Personal Assistant's contribution the more valuable.

THE CONFERENCE STRUCTURE

We have engaged outstanding presenters but our conference will not be a "talking heads" festival. We know that you will want to engage with the speakers, the topic and your colleagues. So, we have structured the conference accordingly.

In the studio, you will work with colleagues exploring your thoughts and ideas, think creatively about possibilities and throw some ideas up to wrestle with later, just as an artist does. In the studio, there should be no criticism, real or implied. Ideas should be allowed to flow.

In the workroom, the matter at hand is under examination with a view to making the topic or the skill better understood, more well known and an instrument to be used effectively when you return to work. Each delegate should feel free to explore, question, challenge and discover.

Likewise, in the **Q&A summation sessions**, the opportunity exists to discover practical applications and improvements to current practice so that each session should generate a **"take-back for my tool-box"**, that is, a skill or a strategy or an innovation that you will implement as soon as you have the opportunity and the resources.

So, we believe you will feel satisfied on all fronts: great presentations and an equally comprehensive opportunity to participate, explore your ideas and network.

THE PROGRAM: DAY ONE Thursday May 23, 2013

8.30 AM **COFFEE & REGISTRATION**

9.00 AM **WELCOME & OPENING ADDRESS**

9.15 AM **KEYNOTE ADDRESS**

CHANGE AS AN OPPORTUNITY TO REFINE AND REINVENT YOUR CORE

In times of reform or cultural, technological or managerial change, when emotions can run high and uncertainties prevail, it is sensible to identify your particular strengths, to up-skill where a need exists and to negotiate, then define any new productivity challenges while maintaining your leader role and a level head. How might your core task be refined? What skills might be reinvented? What new technologies should be employed? What old technologies and responsibilities should be superseded or delegated? My day, my health and my office.

Presenter: Vivien Coolen

10.00 AM **THE STUDIO ON CHANGE AS AN OPPORTUNITY TO REFINE & REINVENT**

10.30 AM **Q&A, SUMMATION AND TAKE-BACK**

11.00 AM **MORNING TEA**

11.30 AM **THE WORKROOM**

MANAGING MEETINGS to achieve that WOW FACTOR

Face-to-face meeting time with the Principal is under increasing pressure, especially as technology increases access to the CEO. What priorities and policies should operate to govern meetings in their many guises? Pre-meeting briefing? Confidentiality? Timing? Conduct? Research? But, often the meeting matter is not as important as the personal reassurance that can come simply because a particular meeting took place. What exceptions to the rule should apply? How can the meeting needs of leadership, daily operations and staff management be balanced to ensure that people feel valued and so that the "wow" factor that arises from the unexpected comment of a parent, a student or a teacher that "my principal actually made time for me!", can apply.

Presenter: Geraldine Wilson

12.30 PM **Q&A, SUMMATION AND TAKE-BACK**

1.00 PM **LUNCH**

1.45 PM **AN EXTENDED STUDIO PRESENTATION**

MY ROLE AND THE LAW

What issues at law are likely to arise in the Front Office? Privacy and confidentiality, negligence, disclosure, mandatory reporting and criminal behaviour, governance and occupational health? What do I need to know? When do I need to advise that matter is no longer able to be managed "in-house", that the specialised expertise of other professionals needs to be engaged and that transparency and open scrutiny must apply?

Presenter: David Thompson

3.00 PM **AFTERNOON TEA**

3.30 PM **A WORKROOM**

A PANEL OF TWO PRACTISING PRINCIPALS with THEIR PERSONAL ASSISTANTS

The panel will address three contentious issues: portfolio delegation in the "team of two", quarantining time to communicate with each other and to work, the measures of effectiveness the principal and the personal assistant should share, and how each might work to break down the barriers between teaching and non-teaching staff. Then, the session will be thrown open to questions.

The delegates might ask the panel to address the "being a team of two" issue and the particular protocols and procedures that cover matters such as

- The assistance "I" assume
- Particular Portfolios for which each is responsible, simply reporting outcomes to the other
- Shared Portfolios
- Managing the unexpected or the non-compliant colleague/parent/issue, and
- Future Developments particularly with the use of social media

4.45 PM **DRINKS**

THE PROGRAM: DAY TWO Friday May 24, 2013

8.30 AM MAJOR PRESENTATION

MANAGING THE MICRO-MANAGING MANAGER

What is expected of a CEO in industry? What broad responsibilities would be delegated by that CEO to the divisional managers? If the Principal is the CEO to the school, which responsibilities would be retained and which might be delegated? How can a Principal's passion for micro-management and "signing off" on everything be tempered in the interests of efficient and effective operations?

Presenter: Ross Oakley

9.15 AM THE STUDIO ON MANAGING THE MICRO-MANAGING MANAGER

9.45 AM Q&A, SUMMATION AND TAKE-BACK

10.15 AM MORNING COFFEE

10.45 AM A WORKROOM

CONTROLLING THE NEW E-COMMUNICATIONS

The plethora of inward communications, particularly email and sms messages, needs to be controlled without prejudicing the opportunity for parents to communicate. What management systems have been tried in schools and industry? Which might be implemented at your school?

Presenter: Peter Wagstaff

11.30 AM THE STUDIO ON CONTROLLING NEW E-COMMUNICATIONS

12.15 PM Q&A, SUMMATION AND TAKE-BACK

12.45 PM LUNCH

1.30 PM A PRACTITIONER'S PANEL

GETTING TO KNOW US..GETTING TO KNOW ALL ABOUT US

Communicating to our Managers what my colleagues and I can do professionally, or can be expected to do, when few have worked with a Personal Assistant before. Professional Development for the Managers? Developing staffing ratios on the basis of student enrolments for non-academic staff and generating an appropriate budget provision to enable the team to function effectively.

Panel Chair: Tony Conabere

2.45 PM AFTERNOON TEA

3.15 PM CLOSING PRESENTATION

MY HEALTH AND MY WORKPLACE

My Principal or Head of School will work many more than 38 hours a week and rarely take any more than the statutory holidays. The unwritten expectations around the Personal Assistant's role can reflect that commitment especially with Board and PFA meetings, special events and the inevitable crises that arise unexpectedly. On another level, the office is frequently driven by competing demands, tension and uncontrolled emotions, and immediacy. What reasonable measures might be put in place to maintain a healthy workplace? What symptoms should I be on the watch for in myself and others that might indicate that our workplace is not as healthy as it should be?

Presenter: Andrea McCall

4.15 PM FAREWELL

CONFERENCE FEES & REGISTRATION

The 2013 National Conference for Personal Assistants in Schools

The complete conference fee for the two days and including the cost of a buffet lunch, morning and afternoon tea on both days will be

"Early Bird" Conference Fee (not including GST)	\$990
Full Conference Fee (not including GST)	\$1145
Drinks and Nibbles	\$25

On the Thursday evening, each delegate is invited to informal "drinks & nibbles" at a cost of \$25.

The 'Early Bird' concession will apply to all single enrolments received by 4pm, Wednesday, February 21, 2013. It will also apply to all second and subsequent enrolments received from the one school at any time before enrolments close. The final date for registration will be Friday, May 17, 2013.

A cancellation policy applies. Cancellations before February 21, 2013 will receive a full refund less 20%: cancellations before March 17, 2013 will receive a 50 % refund but any cancellation after March 17, 2013 will not warrant a refund. A substitute is always welcome if a delegate finds that unforeseen circumstances have arisen which prevent attendance.

REGISTRATION

Send each completed registration form

By email info@janusconsulting.com.au **By fax** 61 3 8672 0706 **By mail** PO Box 891, Port Melbourne VIC 3207 Australia
Phone enquiries 0414 295 048 (outside Australia 61 414 295 048)

Name	<input type="text"/>
Surname	<input type="text"/>
School	<input type="text"/>
Postal	<input type="text"/>
Address	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

<input type="checkbox"/>	"Early Bird" Fee (\$990 plus \$99 GST)	\$1089.00
<input type="checkbox"/>	Full Conference Fee (\$1145 plus \$ 114.50 GST)	\$1259.50
<input type="checkbox"/>	Drinks & Nibbles	\$25.00

PAYMENT METHODS ABN 52 151 218 067

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THE PRESENTERS

Vivien Coolen - The Keynote Speaker

After completing her education at Kilvington BGGGS, Vivien attended Hales' Secretarial College and completed a Diploma of Business Studies. Her first job was working for the Travel Editors of the Age in their home based office and often reminisces how her boss Tony took better shorthand than she did. Her next role was with a Merchant Banking company in the city and hence her love of Melbourne city life was borne.

Vivien advanced in her career as a Personal Assistant working mainly with Financial Directors in the medical, retail and corporate fields. One of the most exciting times was when she was working with the Elders IXL team on Christmas Eve leading up to the takeover of Carlton and United Breweries which was the biggest company takeover Australia had ever encountered.

Feeling the need to challenge herself further Vivien joined Drake Personnel as a recruitment consultant and qualified trainer and worked her way into management in the temporary hiring of staff for numerous organisations including the Private School Sector. She ran training courses in advanced Secretarial Practice whilst at Drake.

After 17 years in the recruitment industry, Vivien has returned to what she loves best, being an Executive Assistant and has for the past 5 and a half years been EA to the Deputy Secretary of Department of Treasury and Finance. In this time she has assisted 3 different Board Members and is currently supporting the Deputy Secretary, Market Engagement and Corporate Services.

Vivien loves travel, singing and fine dining.

Ross Oakley

Ross Oakley is most noted for his time as the Chief Executive Officer of the Victorian Football League, presiding over its transformation into the Australian Football League. He became the CEO who famously took the game out of Victoria and into Australia. He oversaw the league at a time of significant change and expansion with new licenses awarded to the West Coast Eagles and Brisbane Bears and later the Adelaide and Fremantle Football Clubs, and passionate reaction. In May 2009, he was inducted into the AFL Hall of Fame. Prior to his appointment at the VFL/AFL, Ross was a senior executive to several of Australia's large corporations and businesses over many

years, including Royal Insurance, AAMI and Wynns Wines. In 1999 he was appointed Adjunct Professor Faculty Business and Law and lectured regularly at Deakin University. Currently, he is the CEO of the Victorian Rugby Union, and was, until recently, the CEO of the new Melbourne Rugby Union side, the Rebels.

During his ten year leadership of the AFL, he was involved in possibly more change and development than any other organization throughout Australia. In establishing the sport as the most dominant in Australia, attendances grew from 3 million to 6 million. AFL turnover increased from \$20 million to \$75 million and the surplus from \$6 million to \$40 million. He was also responsible for many popular initiatives, such as Sunday football, Friday night under lights, new racial vilification laws for players and the hugely successful AFL Hall of Fame among just a few innovations.

Ross is a brilliant manager and leader, eminently well placed to address his topic.

Andrea McCall

Andrea was born in the UK and migrated to Australia in 1981. She has qualifications in History, Politics & Human Resources and is bilingual French/English. She is a trainer, mentor and mediator and has lectured in a variety of Management subjects at Monash University, Swinburne and Victoria University. Her work experience has included time as an executive secretary at Guinness and British American Tobacco, Ministerial Adviser to the Parliamentary Cabinet Secretary and 7 years as a member of the Victorian State Parliament for the seat of Frankston. She also runs her own HR training and consulting business and has co-authored a Human Resource Management casebook. She designs and runs courses and is an experienced public speaker at conferences and seminars.

David Thompson

David is a partner of Hunt and Hunt, Melbourne. He acts for employers in a wide range of industries in the area of employment and workplace relations law. This includes a range of clients in the manufacturing, education, health, local government, community services, transport, retail, entertainment and building & construction industries. His expertise includes change management, Employment

- recruitment issues, Industrial relations, occupational health and safety, equal opportunity, privacy and transmission of business issues. He has a particular interest in and has worked closely with schools and is delightfully positioned to consider the legal issues that are likely to confront the independent school.

Peter Wagstaff

Peter Wagstaff lectures Marketing at Monash University's Faculty of Business and Economics. He is responsible for one of the Faculty's largest units, Marketing Theory and Practice. His approach to teaching has been to influence, motivate and inspire his students to learn. One of his key means of achieving this is to introduce social media into his teaching - including online chatrooms and discussion forums, SMS messaging, and podcasting. His programs frequently appear in the iTunes international "Top 100" educational podcasts. In 2007 he was awarded a Federal Government Carrick Citation for "innovative use of communication technologies to effectively engage large cohorts of students and to motivate them as independent learners. His reputation and capacity to match the medium with the message makes him the right person to discuss the most appropriate mix of communication technologies for your school.

Tony Conabere

Tony Conabere is an Honorary Fellow of the ACEL and a Director of Janus Consulting. After a long and outstanding career in educational leadership over nearly three decades at Wesley College and The Knox School, he now consults with independent schools, specialising in change and project management, risk and financial management and quality assurance systems based on the philosophy of continual improvement.

Geraldine Wilson

Geraldine Wilson is a Director of Janus Consulting, a Past President and Fellow of the Australian Institute of Office Professionals, and was previously an HR professional with one of the "Big 4", managing recruitment, induction and workplace performance. She has worked very closely with and in independent schools, knows at first hand the pressures and pleasures of the office, and understands the implications and dimensions of the Personal Assistant role.



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