



## BIOGRAPHIES



### ANDREA MC CALL

Andrea has spent her working life in a wide variety of areas. Her initial qualifications have been in history and politics as well as a post graduate qualification in Human Resources. Before immigrating to Australia, she worked at Executive Assistant and Personnel Officer level in large multinationals. During her working life in Australia, she has been involved in human resources management in both large and small organisations and spent time as the Ministerial Adviser to the Cabinet Secretary in the early 90's before entering parliament in 1996. In 2002 she returned to HRM and ran her own business as well as becoming a lecturer at Monash, Swinburne, VU and RMIT. She has most recently been involved in hosting business delegations from China, India and Vietnam and is now a member of a couple of Government Boards related to the Arts and Education. Andrea is a qualified and experienced trainer and presenter as well as a mediator and mentor. She lives on the Mornington Peninsula in Victoria.



### GERALDINE WILSON

Geraldine Wilson is a Director of Ianus Consulting Pty Ltd, 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 work-place performance. She has worked very closely with, and in, independent schools throughout Australia, knows at first hand the pressures and rewards of the office, and understands the dimensions of the Personal Assistant role.



### TONY CONABERE

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

### CONFERENCE FEE AND REGISTRATION

The 2013 Registrars' Conference in Wellington, New Zealand on Tuesday 12th NOVEMBER, 2013

The complete conference fee including the cost of a buffet lunch, morning and afternoon tea "Early Bird" Conference Fee \$AUD495

Full Conference Fee \$AUD635

The 'Early Bird' concession will apply to all single enrolments received by 4pm, Wednesday, September 4, 2013 and 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, November 1, 2013.

**A cancellation policy applies.** Cancellations before September 4, 2013 will receive a full refund less 20%; cancellations before October 13, 2013 will receive a 50 % refund but any cancellation after October 13, 2013 will not warrant a refund. A substitute is always welcome if a delegate finds that unforeseen circumstances have arisen which prevent attendance.

## IANUS CONSULTING PTY LTD

PO BOX 891, PORT MELBOURNE, VICTORIA 3207



AUSTRALIA

[www.janusconsulting.com.au](http://www.janusconsulting.com.au)

[info@janusconsulting.com.au](mailto:info@janusconsulting.com.au)

T + 61 414 295 048

F + 61 3 86720706

ABN 521 512 18067



## Janus Consulting National Conference for Registrars and Directors of Admissions in New Zealand Schools

### REGISTRARS – CONNECTION, MY CONTRIBUTION AND CHARTING OUR BRAND – MARK II

The 2013 National Conference  
The Museum Hotel, Wellington, NZ  
Tuesday, 12 November, 2013

**Come, join us in Wellington on November 12, to hear the MARK I Conclusions and take-backs. Create your own set of take-backs to put into action at your school.**

Janus Consulting - providing excellence in professional development for the independent school sector

*“Plenty to take back...a strong, engaging conference. Lots to discuss with the enrolment team and with Marketing!”.*  
*“I thought the conference was excellent! I have only been in my role for 18 months so the learning curve was very steep but I learned so much in a very relaxed, friendly environment.”*

# The program



This program is for Registrars, Directors of Admissions and Enrolment staff. We will hear the conclusions of the 2013 **“Branding my Future 2013”** National Conference held in Melbourne in May before creating your own take-backs.

Time	TOPIC
9.00 am	<b>Standing out from the Crowd</b> Creating narratives, stories, images, metaphors and impressions all built on trust and integrity to differentiate your “point of difference”. The registrar needs a powerful defining story that can be regularly redefined to engage the prospective family’s interest and commitment. <b>Tony Conabere</b> <b>Ianus Consulting Pty Ltd</b>
9.30 am	<b>My brand, my title and my first impression</b> Developing a “first impressions” practice and culture: the power of the first fifteen seconds, emotional confidence and communicating positively. My title. Who knows what a Registrar does? Does this match what I do? Will my first impression be the more powerful with a better title and a better brand? <b>Geraldine Wilson</b> <b>Ianus Consulting Pty Ltd</b>

10.15 am	<b>The Registrar’s Contribution: a view from the Front Office</b> What are the skills, qualities, responsibilities and executive functions the Principal and the Business Manager ought to expect of a “best practice” Registrar. To whom should the registrar report? What should that report contain? What on-going relationships should the Registrar maintain with academic staff, colleagues, current and future parents? <b>Tony Conabere</b> <b>Ianus Consulting Pty Ltd</b>
11.00 am	<b>Morning Coffee</b>
11.30 am	<b>Dealing with the Difficult Parent and the Difficult Competitor School</b> Two scripted scenarios written by practising registrars dealing with these issues, will be considered. <b>Andrea McCall</b> <b>Andrea McCall &amp; Associates</b>

12.15 pm	<b>Branding as the Art of Trust Creation</b> Peter Singline, Australia’s leading brand scientist, developed his view that “branding is the art of trust creation” together with a set of tools to diagnose the health of your current brand and its capacity to drive trust. The case and the tools will be considered. <b>Tony Conabere</b> <b>Ianus Consulting Pty Ltd</b>
1.00 pm	<b>Lunch</b>
2.00 pm	<b>The Waiting List: Managing, Monitoring and Maintaining</b> Traditional loyalties are giving way to the parents search for the “best school for my child” and for “value for money”. Parents may enroll at several schools. How can the Registrar determine which enrolments are genuine, without offending or discriminating? <b>Tony Conabere</b> <b>Ianus Consulting Pty Ltd</b>

2.45 pm	<b>My Health and My Workplace</b> 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? <b>Andrea McCall</b> <b>Andrea McCall &amp; Associates</b>
3.45 pm	<b>FAREWELL</b>

*“The program and the presentations and workshops were great: loved branding, first impressions and the workshops with the Heads, the Business Manager, the Perth registrars and the lawyer.”*  
*“Plenty to take back...a strong, engaging conference. Lots to discuss with the enrolment team and with Marketing!”.*