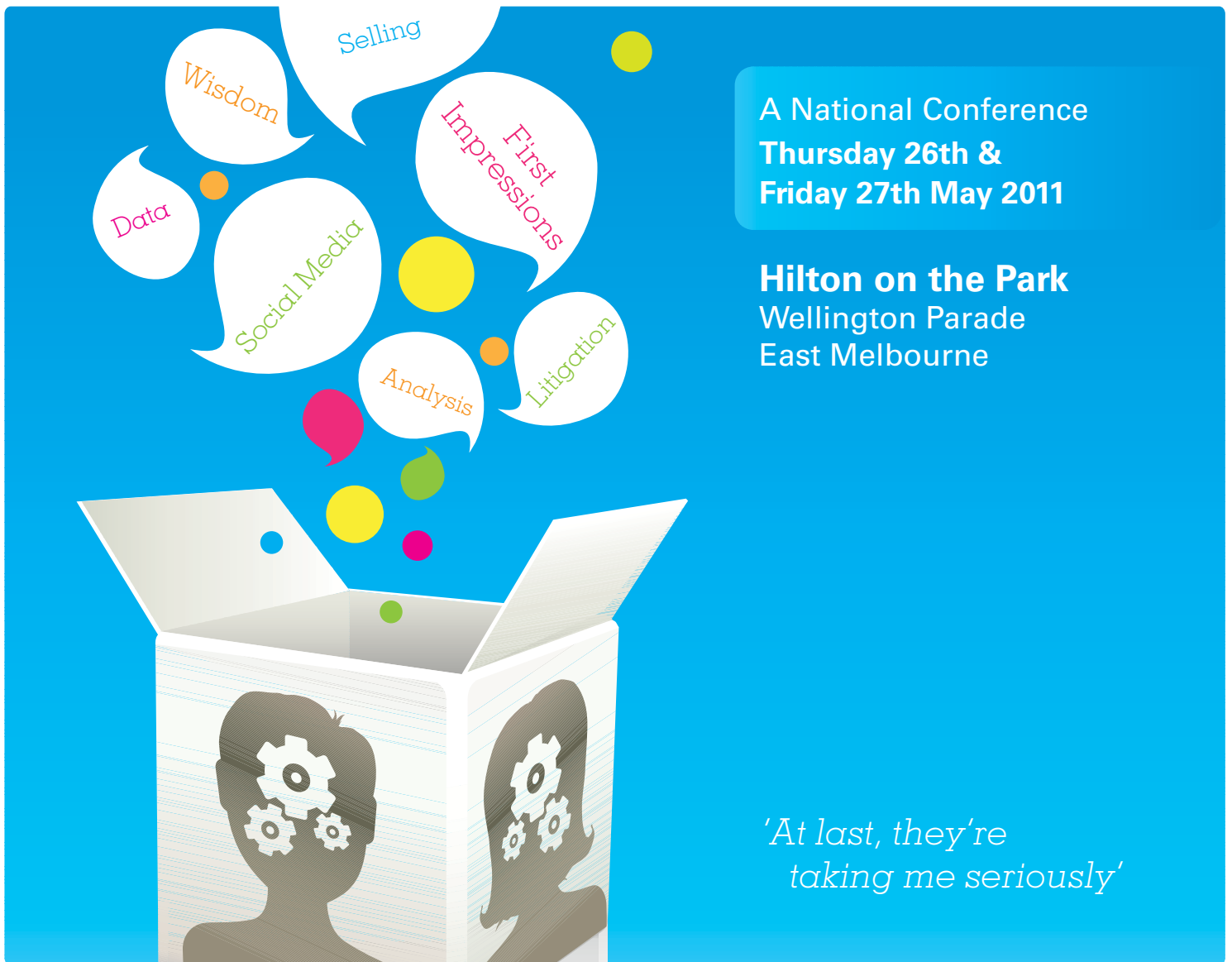


A National Conference for Registrars and Enrolment Officers in Schools
CONTACTS, CONTRACTS & CONTEMPORARY SOLUTIONS

Unpacking the Registrar's Complex Art



A National Conference
Thursday 26th &
Friday 27th May 2011

Hilton on the Park
Wellington Parade
East Melbourne

*'At last, they're
taking me seriously'*



Darylle



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Contacts, Contracts & Contemporary Solutions

A National Conference for Registrars
& Enrolment Officers in Schools

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Hilton on the Park, Wellington Parade, East Melbourne

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Day One

8.30am	COFFEE & REGISTRATION	
8.50am	WELCOME	
9.00am	OPENING ADDRESS	
9.30am	<p>THE FIRST IMPRESSION: RATING YOUR RAPPORT SKILLS</p> <p>The first impression: you and your team members only get one chance to make that first impression. What makes the first impression positive, engaging and memorable? What doesn't? The critical 'first five' minutes. How can the first impression span the generations from traditionalist discipline-seeking grandparents or the free association radicalism of the Baby Boomers to the resourceful, change-driven, 'want-it-now' values of Gen X or the emedia-savvy of Gen Y? How can that first impression be consistent across a school, especially when we allow such individual expression? What training is required so you do not lose the opportunity for your first impression to be lasting and unforgettable?</p>	<p>Presenter Andrea McCall Andrea McCall and Associates Monash University</p>
10.00am	THE STUDIO on THE FIRST IMPRESSION	
10.30am	Q&A, SUMMATION AND 'TAKE-BACK' ON THE FIRST IMPRESSION	
10.45am	MORNING TEA	
11.15am	<p>SELLING TECHNIQUES</p> <p>O Sales Supremo, how would you 'sell' our school? What lessons might the registrar draw from the cut and thrust of selling in a commercial market place? Selling techniques, loyalty, the buying signals, market analysis, the competitive edge and closure. How might teachers come to think of themselves as members of a sales team? Is there a case for a sales course or for the better understanding of advocacy, data, testimonials and recommendations via word-of-mouth?</p>	<p>Presenter Sue Barrett MD of BARRETT P/L and inductee into the Business Women's Hall of Fame</p>
11.45 am	THE STUDIO on SELLING TECHNIQUES	
12.15 am	Q&A, SUMMATION AND 'TAKE-BACK' ON SELLING TECHNIQUES	
1.00 pm	LUNCH	
1.45 pm	<p>THE WORKROOM – DATA MANAGEMENT</p> <p>Data Management: the Registrar's Lighthouse function Registrars husband complex sets of data. Typically, if tabulated, that data has been reported only to the Principal, the Business Manager and the Board. The opportunity for this data to drive continual improvement is consequently limited. As schools come to see the importance of trend analysis, benchmarking, understanding the catchment and mapping change, the registrar will increasingly become a lighthouse to all, Indicating where the passage is safe and secure while warning of approaching storms or unseen reefs. What data should be being tabulated? How should it be sourced? To whom should it be reported as a matter of course? To whom should it be made available on request? The "workroom" is a hands-on session: a relatively short presentation, several problem or discussion centred exercises, and then a "q&a" resolution session with practical recommendations for implementation.</p>	<p>Presenter Phil DeYoung Immediate past Principal of Carey Grammar School</p>
3.45 pm	AFTERNOON TEA	
4.00 pm	<p>THE LEGAL PITFALLS</p> <p>Legal Pitfalls for the unsuspecting On many fronts, the Registrar may need to know when to seek legal advice to avoid the possibility of litigation. As but one case in point, a school can become too successful at managing a certain educational problem and attract more such students than it can afford to educate. How can entry be refused if a place is available without offending the laws surrounding discrimination and social justice? The several permutations upon this problem likely to arise in the office are examined and an 'in the first instance' approach is suggested.</p>	<p>Presenter David Thompson Lawyer Hunt and Hunt, Melbourne</p>
4.45 pm	DRINKS SPONSORED BY DARYLLE KELLY PEARLS	

The Agenda - The Complex Art

Selling: what skills can the R-team learn from those professionals who sell? Who? Why? Where? When? Coaching your team to win.

The **best technologies mix** for your school. The future possibilities: potentials and pitfalls. The right technology for the right task from the card to the virtual tour and the blog to praise the positives.

The first impression: the one chance you and your team have to make that impression **positive, powerful and productive**

Cultivating your **word-of-mouth**

A DIY approach to analysing your competitors' performance and **positioning your school** in the catchment

Indispensable **data for management** and future financial security

Legal pitfalls and other 'oops' moments for the unsuspecting, and

A practitioner's panel to address **the 'pearls of wisdom'** to further professional best practice

Conference Fees

The Conference will be held in Melbourne at the Hilton on the Park Hotel, 192 Wellington Parade, East Melbourne over the two days, Thursday, May 26 and Friday, May 27, 2011.

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 (including GST) \$990

Full Conference Fee(including GST) \$1125

The 'Early Bird' concession will apply to all single enrolments received by 4pm, Friday, March 25, 2011. 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 13, 2011.

Day Two

9.00am	MANAGING THE INTERVAL BETWEEN CONTRACT AND ENTRY Managing the interval between contract and entry. Schools quite properly aim to enrol their future students some two or three years before entry. Yet, several are discovering that, between the signing the contract of enrolment and point of entry, things change and the enrolled student does not commence for any number of reasons. How should this interval between contract and entry be managed? What incentives should the school offer to keep the enrolment current? What positive strategies can be employed to service the enrolment, raise commitment and encourage notification of any change of enrolment status?	Presenter Sue McCulloch Registrar Penrhos College, Western Australia
9.45 am	THE STUDIO on MANAGING THE INTERVAL	
10.00 am	Q&A, Summation and "Take-Back"	
10.30 am	MORNING COFFEE	
11.00 am	TECHNOLOGIES MIX Social media and mobile devices: their potential to augment your capacity to communicate Nine million Australians are on Face book. Gen X and Gen Y blog and twitter. Suddenly schools can create small networks within the community with whom to communicate easily and positively at minimal cost in time and energy. Now, if the teacher is properly briefed, classroom or performance or sporting achievements can be recognised. The email networks can be relieved of much traffic. Most importantly, contact from the school need not necessarily be about 'matters of concern' as was usually the case until recently. In similar vein, those beyond the school community can learn about what is being done in the way they want to. Are you using your e-communications networks effectively? Is your word-of-mouth reflecting the contribution of these new media?	Presenter Peter Wagstaff Monash University
11.45 am	THE STUDIO on TECHNOLOGIES MIX	
12.15 pm	Q&A, Summation and "Take-Back" ON TECHNOLOGIES MIX	
1.00 pm	LUNCH	
2.00 pm	THE PANEL A Panel: The Six Pearls of Wisdom I wish I had been told before I became a Registrar The Practitioner's perspective has proven a very important component of the Summit. Five registrars of varying years of experience will be invited to answer the above question in a short address to open this workshop. Then, in their syndicates, the delegates will develop questions to put to the panel before again breaking to determine the Summit's view of the Six 'Pearls of Wisdom' each registrar should know. Are they Freshwater, Akoya, Keshi, Mabe, South Sea, Tahitian? Freshwater Pearls have a look entirely of their own. Akoya Pearls carry a great cost in production. Keshi Pearls are called "chance" pearls. Mabe Pearls are a worked and assembled blister pearls, attached to the shell. South Sea Pearls are the very large, white, silver and gold pearls often called the Queen of Cultured Pearls. Tahitian Pearls are among the most beautiful in the world.	The Panel Darin Betro Westminster, SA Michelle Davies St Paul's, QLD Donna Galloway Toorak College, VIC Karen Forrai Masada, NSW
3.45 pm	AFTERNOON TEA	
4.00 pm	THE TAKE BACK	

The Conference Structure

We have engaged brilliant 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.

Presenters

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 lectures in Human Resources at Monash University and currently runs the Internship program for the Berwick and Peninsula campuses. Her work experience has included time as an executive secretary at Guinness and British American Tobacco and 7 years as a member of the Victorian State Parliament. She now also runs her own business and has co written a Human Resource Management casebook. She designs and runs courses and presents at many conferences and seminars. She lives on the Mornington Peninsula with her cat Albert.

Phil De Young

Phil de Young recently retired the Principal of Carey Baptist Grammar School, after nine very successful years under his leadership. Phil's career involved two chapters in industry, the first with Australian Paper Manufacturers and the second with Wilson Dilworth Financial Brokers, punctuating educational chapters at Mentone Grammar School, Wesley College, where he was both a Middle School and Senior College Head, and Caulfield Grammar School where he was the head of the Caulfield Campus prior to his appointment as Principal of Carey Baptist Grammar School. He is an inspirational leader, a people person, a brilliant manager, a risk-taker and an enthusiast for almost anything. He confronts the difficult issues, believing in the capacity of every person to pursue excellence through personal and professional bests.

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 registrar.

Sue Barrett

Sue is the founder and Managing Director of BARRETT P/L, specialists in 21st century Culture, Capability and Campaigns, the 1997 winner of the Telstra and Victorian Government Small Business Award, and an inductee in 2000 into the Business Women's Hall of Fame. She is an advocate for the philosophy 'everybody lives by selling something' and the proposition 'people buy from people they trust'. Sue is one of the few prominent female voices commenting on sales today and she combines extensive knowledge, research, insight, and practical experience to bring forth a more enlightened way of thinking and participating in the world. As lead sales writer for www.smartcompany.com.au she has developed a growing, loyal readership since February 2007. Sue practices as a coach, advisor, speaker, facilitator, consultant and writer and works across all market segments with her skilful team at Barrett. She takes the guess work out of selling and help people from many different careers be effective and productive when it comes to selling, sales coaching or sales leadership. She has a special interest in education and in schools, particularly the Melbourne Montessori School.

Sue McCulloch

Sue McCulloch has been the Registrar of Penrhos College, Como in Western Australia, since May 2007. Penrhos College is a Uniting Church day and boarding school for girls, Pre-Kindergarten to Year 12. Sue has had extensive experience in the education industry having previously worked at Methodist Ladies' College, Cambridge International College and John XXIII College. Sue cites meeting prospective families, seeing the excitement on the faces of young future students as she shows them around the campus and hosting Open Day events as some of the most rewarding parts of her role in enrolments.

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.

Darren Betro

Darin Betro is a Bachelor of Economics from Adelaide University and a Master Practitioner in Neuro Linguistic Programming (NLP). He has been Registrar of Westminster School, one of Adelaide's leading independent schools, for 7 years responsible for the sales and marketing. Previously he has worked in merchant banking, national sports and fashion retail and food industries and the International skincare industry.

Michelle Davies

Michelle began her career in the Australian Defence Force in the field of Cryptography and after 15 years left to commence at St Paul's School in 1998 in the School's Community Relations area 3 days a week. In 1999, Michelle became the Assistant Registrar and then Registrar in 2001. She works extensively with both local and international enrolments travelling overseas marketing the school in the International Education arena as well. She has two sons (both graduates from St Paul's School) and a husband who spends time working in Antarctica when he's not being a Project Manager in Australia. Michelle spends time training for long distance triathlons and has competed in two Ironman Triathlons and numerous Half Ironman triathlons.

Karren Forrai

For Karen Forrai, the mix of child care qualifications and her corporate recruitment experience has proved a perfect one for her role of the last four years as registrar at Masada College in St Ives, New South Wales. Over her career Karen has worked with children and with people growing their careers, and this has made her very aware of the advantages made possible by a great education. "I love the challenge of the role and enjoy dealing with a wide range of people. I get the chance to introduce them to the wonderful opportunity that is Masada College. It's a 'job on the go'." With three of her own children now attending the College, it is clearly an education in which

she believes. Karen herself attended Masada College and was "so impressed with changes and developments since graduation that I jumped at the chance to work there"

Donna Galloway

Donna is the Local Admissions Registrar at Toorak College, Mt. Eliza, Victoria, a position she has successfully managed since 2002. Donna has extensive experience in education: at Ashridge Management College in the United Kingdom, at Monash Mt Eliza Business School, at RMIT University in Melbourne, and at CYW Consulting in Shanghai, Beijing and Guangzhou. She is passionate about her role and education in general, particularly the relationships she can establish with current and prospective parents and students. Away from Toorak College, her special interests are travel, golf, "Very Special Kids", food and wine, friends and family.

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 and PDIT, 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 registrars, knows at first hand the pressures and pleasures of the office, and understands the implications of the role, especially for those registrars who have come to their role after working professionally as Executive Assistants.



Andrea McCall Phil De Young David Thompson



Sue Barrett Sue McCulloch Peter Wagstaff



Darren Betro Michelle Davies Karren Forrai



Donna Galloway Tony Conabere Geraldine Wilson