

# Registration

Send each completed registration form:  
**By email to** info@janusconsulting.com.au  
**Phone enquiries to** 0414 295 048

NAME

SURNAME

SCHOOL

POSTAL ADDRESS

TELEPHONE

EMAIL

<input type="checkbox"/>	<b>COMPLETE PACKAGE</b>	<b>\$1090</b>
<input type="checkbox"/>	<b>CORE &amp; OPTION ONE</b>	<b>\$795</b>
<input type="checkbox"/>	<b>CORE &amp; OPTION TWO</b>	<b>\$795</b>
<input type="checkbox"/>	<b>OPTION TWO ONLY</b>	<b>\$395</b>

**You need to register by August 25.**

## PLEASE SELECT

PERTH  ADELAIDE  SYDNEY

## PAYMENT METHODS

 ABN 52 151 218 067

**EFT Transfer payment**

**Acc Name** Ianus Consulting Pty Ltd  
**BSB** 033 243 **Acc No.** 45 4171

Credit Card Payment  Visa  Mastercard

CARD NO.

EXPIRY CCV

CARDHOLDER NAME

# Your facilitator

**TONY CONABERE**  
**JANUS CONSULTING**



You will work with your colleague registrars and Tony Conabere who has led over 15 of these masterclasses on waiting-list management since he joined Janus in 2005.

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.

## TESTIMONIAL

“Last year, with the demand for an Independent Education increasing in New Zealand, King’s College found itself in a unique situation that had not occurred for some years. We needed to create a waiting list! Janus Consulting offered a Masterclass on this subject and the opportunity to network with a range of experienced, proactive and innovative Admissions personnel was invaluable. The class provided the framework and knowledge needed to formulate a strategy to clearly pave the way forward and put necessary systems in place. In short, we strategized and decided what worked, what didn’t work and what could work. I highly recommend this Masterclass to all, it is superbly organised, informative and one of the most beneficial I have attended.”

**Graeme Syms**  
Head of Admissions  
**KING’S COLLEGE**

## A Masterclass

for Principals, Business Managers, Registrars and Directors of Enrolment in Independent Schools



## Brilliant Waiting-List Management

**FOR THE GOOD TIMES**  
and also for those  
**INEVITABLE ECONOMIC DOWNTURNS**

### PERTH

Monday 11 - Tuesday 12 September, 2017

### ADELAIDE

Thursday 14 - Friday 15 September, 2017

### SYDNEY

Thursday 21 - Friday 22 September, 2017

Each Master Class will be in a CBD Venue



# THIS MASTERCLASS OFFERS THREE OPTIONS

- 1. THE COMPLETE PACKAGE:**  
ALL THREE MANAGEMENT ELEMENTS
- 2. THE CORE**  
PLUS WAITING-LIST MANAGEMENT AS DEMAND APPEARS TO GROW
- 3. THE CORE**  
PLUS WAITING-LIST MANAGEMENT AS DEMAND FLATTENS OR DISAPPEARS

The waiting-list is a fundamental tool in the management of the school. It will reflect both the way the catchment knows and judges the 'value for money' of what the school is offering, and its affordability in the current economic conditions. The registrar must know what the 'real waiting list' is. This list must be accurate and up-to-date. Contemporary forces make calculating its current state more complex. That complexity makes its objectivity and accuracy more difficult to achieve. Further, the waiting list can change dramatically... it needs to be managed brilliantly.

## DAY ONE

### THE CORE

9.00am

#### SESSION 1:

**Waiting-List Creation Strategies and constructing your 'real waiting-list'.**

The various types, meanings and purposes of waiting-lists; the critical horizon for definite offers; the many, many complicators and other forms of preferential treatment; clear policies and procedures, published and transparent; casual vacancies; your 'real waiting-list'.

10.15am Morning Coffee

10.30am

#### SESSION 2:

##### Waiting List behaviour and management

Historic waiting-list behaviour, patterns and expectations, regular servicing and data collection; the Registrar's management tools; hazards for the unsuspecting and the unprepared; maintaining influence over the enrolment and keeping it active; powerful financial incentives; over-enrolment; the important fees to be paid before arrival; managing those who are unlikely to/will not be offered a place; a dispute resolution mechanism.

11.30am Break

11.45am

#### SESSION 3:

##### A Charter of Operations

A Charter of Operations needs to be written. It is as important for so many people in the school to understand how and why the Waiting-list is managed in the way that it is as it will be for the next Registrar to enable a smooth succession to take place. A helpful template has been developed. This will be explained.

1.00pm Lunch

2.00pm

OPTION 1

#### SESSION 4:

**Catchment behaviour in the 'good times', discovering your 'real waiting list' and managing the waiting-list as demand strengthens.**

Identifying the catchment, getting to know it and its aspirations; gathering the data to determine how it does behave, how it should behave and how it could behave; charting that behaviour over five critical criteria to enable glimpses of current performance and a future the school may aspire to for strategic planning and development purposes. Gearing your waiting list management to those developments. Warning signals and reporting to Management.

3.45pm

END OF OPTION 1

## DAY TWO

9.00am

OPTION 2

#### SESSION 5:

**Catchment behaviour in an economic downturn and waiting-list management as demand weakens**

Your school could be confronting an economic downturn. The waiting-list will indicate this clearly in reduced numbers, cancellations, requests for return of monies, etc. An economic downturn lies beyond the school's control. But, the school must respond to its consequences. However, your school will have confronted downturns in the past because economic growth is rarely smooth.

Management practices conceived for growth cannot be applied in a downturn.

Revision, reinvention or redirection of the management techniques your school applied in previous downturns. Classic responses to an economic downturn. Actively researching the waiting-list's and the catchment's behaviour. What is the root cause of the downturn? Establishing your preferred response techniques. Shelving the inappropriate.

10.15am Morning Coffee

10.30am

#### SESSION 6:

**Making recommendations to Management**

Actions to be recommended to Management to minimise the downturn's effect on the waiting-list, emphasising the 'new' waiting-list management practices that might be implemented as quickly as possible to retain those prospective families affected by the downturn. Issues such as competitor mirroring, catchment positioning, prospective parent profiling and retention needs identification, restructuring waiting-list options and costs, student exceptionalism, differentiating curriculum offerings, and other retention strategies will be considered.

12.30pm Farewell