

THE 2019 NATIONAL
CONFERENCE
FOR REGISTRARS,
DIRECTORS OF
ENROLMENT AND
MARKETERS IN
INDEPENDENT
SCHOOLS

My professional relationships with

CLIENTS, COLLEAGUES, THE LAW & THE COMMUNITY

MAY 23-24, 2019

THE RACV CLUB
BOURKE STREET
MELBOURNE



JANUS CONSULTING DEVELOPING PERFORMANCE PEOPLE



SUPPORTING:



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DAY 1 THURSDAY MAY 23, 2019

8.30 AM COFFEE & REGISTRATION

8.40 AM WELCOME

8.50 AM THE KEYNOTE PRESENTATION THE TEAM OF TWO – THE PRINCIPAL AND THE REGISTRAR “TOWARD A MORE FORMAL RELATIONSHIP”

The Registrar's Roles and Responsibilities; the expectations/aspirations one holds for the other; a code of practice; data fundamental to the monthly report; observations/alerts/'soft spots' the registrar would highlight as an element of risk management and strategy development, especially as it affects competitor analysis and current practice.

Simon Lamb
Headmaster

Graeme Syms
Head of Admissions,
King's College, New Zealand

9.25 AM THE STUDIO AND Q&A

In syndicates, each with a particular brief, delegates will have the opportunity to frame questions for the presenters. These questions will be addressed before the Team of Two present a summation and suggestions for implementation when each return to their schools.

10.15 AM MORNING TEA

10.45 AM WATCHING, WORKING AND WOWING ALL WITH WHAT YOUR DATA BASE HAS TO TELL

The data you currently gather and already have on file can be worked harder to tell those who need to know much more about your catchment; where it lies, how it is behaving and how it should behave. We will suggest five signposts you might choose to track annually: trends, danger signs, advocates, trolls, and growth indicators. We will then discuss ways of determining where you might position your precious time and resources for maximum effect. Building a reporting matrix & codifying your conclusions.

Tony Conabere,
Director, Janus Consulting.

12.00 PM Q&A SESSION & TAKE-BACK

12.25 PM ENQUIRY TRACKER PRESENTATION

The data, the filing and the information that carries the initial enquiry to closure; enrolment systems; the data management systems and the predictors on catchment behaviour; reporting; future trends; conversion ratios; insights and data metrics.

Gregory Campitelli,
Director, Enquiry Tracker Pty. Ltd.

12.45 PM LUNCH

1.30 PM THE MASTERCLASS: EMERGING CONTEMPORARY ISSUES FACING THE ENROLMENTS OFFICE

Ben Foley is a former lawyer by profession and is currently the Director of Enrolments and Marketing at Toowoomba Grammar School. The delegates at the 2017 Conference overwhelmingly asked for a mini-masterclass with Ben on current legal issues the Registrar is expected to deal with. The matters Ben will cover at this conference concern those emerging issues that are common in a busy Enrolments Office. Ben will also discuss how he manages issues associated with

- Separated families, documentation and special arrangements
- Refusing an enrolment
- Balancing the intake of students with special needs, differing beliefs (cultural, religious, familial, etc.) and cultures
- Transgender enrolments
- Enrolment documentation
- International students, and
- Financial Concessions, scholarships, bursaries and other allowances

There will be plenty of time for interaction and questions.

Ben Foley
Toowoomba Grammar School.

2.45 PM AFTERNOON TEA

3.00 PM THE LEGAL MASTERCLASS CASES STUDIES

The syndicates will consider three relevant case studies, report their conclusions to the Conference and hear the presenter's comments.

4.45 PM DRINKS Sponsored by **Enquiry Tracker**

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THE CONFERENCE WILL FOCUS YOUR ATTENTION ON

- Scoping your professional relationship with the Principal, Management, the Business Manager and Marketing
- Data gathering, management and analysis
- The legal issues that are likely to arise and the parameters within which to operate
- Reporting planning and strategic issues
- Managing a practice improvement approach to change, and
- Developing a Code of Best Contemporary Practice.

Conference Fees and Registration

The 2019 National Conference for Registrars in Schools

The complete conference fee, including lunch and morning tea on both days will be:

“Early Bird” Two Day Conference Fee
(not including GST) **\$ 1030**

Full Fee Two Day Conference Fee
(not including GST) **\$1290**

The ‘Early Bird’ concession will apply to all two-day enrolments received by 4pm, Friday, March 22, 2019.

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 May 17, 2019.

A cancellation policy applies. Cancellations before March 22, 2019 will receive a full refund less 20%; cancellations before April 9, 2019 will receive a 50% refund but any cancellation after April 9, 2019 will not warrant a refund. A substitute is always welcome if a delegate finds that unforeseen circumstances have arisen which prevent attendance.

DAY 2 FRIDAY MAY 24, 2019

9.00 AM

THE REGISTRAR AS THE MESSENGER: A BEARER OF GOOD NEWS, NEWS THAT NEEDS TO BE ACTED UPON, AND BAD NEWS

A registrar will usually compile critically important, timely information for the Principal and the Business Manager, and peripatetically, for the Board. So, on several issues or fronts, both personal or organizational, the Registrar will often be in possession of data or information which needs to be reported confidentially. How should this be done? To whom should it be carried? What are the proper expectations of the Registrar? What information should be checked? What reporting systems should have been implemented for the Principal, the Business Manager, the Management Team and the Board? Systems to minute the meeting, archive the information, action the issue and analyse the outcome and further manage the data.

Dion Harvey,
Business Manager,
Crest Education, Victoria.

10.00 AM

STUDIO AND Q&A

Two scenarios: one concerning the results of a recent marketing campaign: the other, concerning performance in relation to enrolment targets the Registrar thought were improperly set by the Board.

Questions on the general issue of avoiding “being shot” by some colleague when acting as a messenger.

10.50 AM

MORNING TEA

11.10 AM

A RETENTION STRATEGY, AN EXIT INTERVIEW AND THE REGISTRAR’S ROLE IN PUTTING ALL THE DATA TOGETHER

Emphasising retention; building identity and loyalty through the student life-cycle from enquiry to graduation; measuring retention and exit interviewing to find out why your retention rate may have fallen below the acceptable; rectifying properly researched fault-lines.

The exit- interview ‘everyone knows’ should be done, is fundamental.

Are there simpler, less time-consuming ways of completing exit interviews with those graduating? What issues should the interview cover? Getting the real reasons, not the superficial. Focus groups? Impartial listeners? Other means.

Developing a school-wide ‘retention culture’ for the whole community.

Karen Hall,
Admissions Manager,
Westbourne Grammar, Victoria.

12.30 PM

THE WORKING LUNCH

The Working Lunch will incorporate a short presentation on

WRITING QUICKLY AND SUCCINCTLY, YOUR CODE OF PRACTICE.

Janus Consulting

1.30PM

FAREWELLS

PRESENTERS



SIMON LAMB

Simon Lamb has been Headmaster of King's College, Auckland, for the past 2 and a half years. Previously, he was for thirteen years the Principal of Takapuna Grammar School on Auckland's North Shore, having been a Deputy Principal, Head of English and teacher of Mathematics and English. Simon completed a Bachelor of Arts Degree at Canterbury University with majors in Mathematics and English. He holds an LTCL in Trumpet.

Simon has introduced a teaching and learning philosophy, each relevant to the context and history of the respective institutions. During his tenure at both schools, the notion of admissions and admission processes have changed as the desirability of the schools has increased. Fundamental to both of these dynamics is the need for strategic



thinking, foresight and planning. Simon will present with Graeme Syms, the Head of Admissions at King's College, the theory and practice surrounding Admissions and Admission processes.

GRAEME SYMS

Graeme has been Head of Admissions at King's College in Auckland since 2013. King's has 1080 students, the first 2 years are single sex boys education and the final 3 are co-educational. There are 400 boarders, of which 64 are girls making it the largest boarding school in New Zealand. He oversees all enrolments, both Domestic and International, interviewing all prospective families and students. He runs information sessions, tours and is the King's face at Boarding Seminars and Shows. Prior to this role Graeme was the Housemaster of Selwyn House, King's College, for 11 years and has been



involved in boarding for in excess of 20 years. He has taught Geography and Social Studies at both King's College and Auckland Grammar School during his career in education. Having been at the leading Independent and State Schools in Auckland, Graeme brings to his role knowledge of what it is to be a parent, teacher and passionate educator.

BEN FOLEY

Mr Ben Foley has been the Director of Enrolments at Toowoomba Grammar School since December 2010. Mr Foley, a lawyer by profession, specialised in workplace, employment and discrimination law whilst in practice with previous experience in family law. Mr Foley also has a commercial background in the agribusiness sector, having worked for a publicly listed company in sales and marketing in Queensland and Victoria.



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.

DION HARVEY

Dion is a qualified CPA and has worked for over 25 years in the school sector with experience working with both large and small schools. Over this time, he has developed a holistic understanding of education, having a particular passion to run and develop successful schools in a financially sustainable way. During his career, he has supported the



development of a number of new school campuses and particularly enjoys seeing students benefit from new learning spaces. Dion enjoys working with and supporting a team of committed professionals, who strive for excellence in how they support staff to care for and educate students. In recent times, he has been working with the school advancement team to strengthen collaboration across the school management and leadership teams.

KAREN HALL

A leading management professional in the independent school sector, Karen's background in the corporate world means she brings a wealth of experience in brand management, stakeholder relations, communications and marketing to her position at Westbourne. With a track record developed over two decades, and a focus on detail, targets, relationship-building and



international markets, Karen sees her role as delivering high quality enrolment outcomes. Her innovative approach to developing and driving programs of recruitment, retention and community engagement continues to generate exceptional outcomes for the school.

ANDREA MCCALL

Andrea McCall's background is in Human Resources Management. She also holds qualifications in History and Politics. Her extensive career has included running her own business, lecturing at a number of Victorian Universities and as a State Member of Parliament, representing Frankston. She is a sought after speaker at conferences and runs seminars on a variety of topics. She is tutor at U3A, Frankston. Andrea migrated to Australia in 1981 and now lives on the Mornington Peninsula.



REGISTRATION Send each completed registration form

By email info@janusconsulting.com.au **By fax** 61 3 8672 0706

By mail 4/74 Stokes Street, Port Melbourne Victoria 3207 **Phone enquiries** 0414 295 048

Name	Surname
School	
Postal	
Address	
Telephone	Email

"Early Bird" Fee (\$1030 plus \$103 GST) \$1133 (available until March 22, 2019) Full Conference Fee (\$1290 plus \$129 GST) \$1399

PAYMENT METHODS ABN 52 151 218 067

EFT payment to Janus Consulting Pty Ltd at Westpac BSB 033 243 ACC No. 45 4171

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Will you attend drinks Yes No

The Conference will be held in Melbourne at the RACV Club, Bourke Street, Melbourne.