

# 2024 NATIONAL CONFERENCE

THE TWENTY-SIXTH NATIONAL CONFERENCE FOR EXECUTIVE  
ASSISTANTS TO PRINCIPALS AND SENIOR MANAGERS IN SCHOOLS

## Productivity, Artificial Intelligence and 'best practice' Pearls

**HOTEL WINDSOR**  
SPRING STREET, MELBOURNE

**THURSDAY, MAY 23 &  
FRIDAY, MAY 24, 2024**



SUPPORTED BY

*Darylle Kelly*



JANUS CONSULTING  
DEVELOPING  
PERFORMANCE PEOPLE

## RATIONALE:

The Productivity Commission reports that **our national productivity has dropped dramatically in the last decade.** The productivity challenge they pose is about “making the best use of every employee”, is about “working smarter, not harder” and incorporating new digital technologies into best practice.

Australia has been slow to adopt data analytics and Artificial Intelligence.

Associate Professor Rashina Hoda of Monash University believes that we need to understand the potentials and threats of Artificial Intelligence from those who know it best, not from those who want to sensationalise. Objectivity and understanding how AI can contribute to EA best practice is timely.

The Australian Football League is using Artificial Intelligence to weed out trolls and abusive social media. Real Estate professionals talk of a ‘digital divide’ and use new technologies, accelerated by AI, to generate demand-driven data analytics.

Two of the five improvements the Commissioners develop, in their 2022 report, involve **“harnessing data and digital technologies”** particularly in education and administration and **“diffusing new concept ideas”**. Winners, they say, will **“educate their own to innovate and fill the skill gaps”** using these new technologies. The Commissioners contend that improved productivity “is not about extracting more sweat from the brow of an already hard-working colleague” but is about “focusing first on high-impact, low-cost reforms” to modern practice.

**How then can the digital technologies of this Information Age be harnessed to enhance productivity, to work smarter, to be innovative?**

We have asked seven **expert presenters to walk you along the “less trodden” paths they are forging.** You will leave this conference with concepts upon which you might construct your own **“high-impact, low cost” reforms to work smarter and to increase productivity.**

# DAY 1

## THURSDAY MAY 23, 2024

### 8.30am ARRIVAL

### 9.00am WELCOME

#### 9.15am THE PRODUCTIVITY PEARLS

What does productivity mean to you? How can you benchmark it? Do you feel like you or your colleagues have been accomplishing less over time? Would you like to reduce productivity stress and get more done in less time?

As you’ve experienced, computer software is continually changing, and applications come and go.

Debbie Mayo-Smith will walk you through these problems while also showing you fabulous tips and tricks that will reduce stress and help you be more effective and efficient.

#### PRESENTER

**Debbie Mayo-Smith** Hons BS, CSP Successis and ‘Queen of Productivity’

### 10.45am MORNING TEA

#### 11.15am ARTIFICIAL INTELLIGENCE: THAT WILD NEW KID ON THE BLOCK

So much hype and so little accurate knowledge surround the complexities of AI and systems like Chat GPT. In such a milieu, an objective estimation of the vital roles the technology might play in EA best practice is fundamental. The potentials the technology has for improving professional practice will be discussed simply, objectively and with the authority that Rashina Hoda will bring to this Conference.

#### PRESENTER

**Rashina Hoda** Associate Professor (Software Engineering) Faculty of Information Technology Monash University Clayton, Victoria

### 12.45pm LUNCH

#### 1.45pm GRASPING ‘SKILL GAPS’ AND BUILDING A TRANSITION JOURNEY

“Whatever you walk by, whether it’s good or it’s terrible, you are seen to accept.” We frequently see poor practices, practices that lessen productivity, but we don’t know what to do. What about a colleague who spends time on Facebook or Whats App? What about social media generally? If you want to drive towards an improved productivity, you have to know how to introduce an appetite for improvement and change. It is great to

use a coach to be your sounding board to grapple with your ‘skill gaps’ and strategize your transition map.

#### PRESENTER

**Angela Wilson** Career Design Studio

### 3.00pm AFTERNOON TEA

#### 3.30pm THE PRODUCTIVITY STAIRCASE

The Productivity Commissioners believe that productivity improvements will come if best practice can **harness data and digital technologies, diffuse new concept ideas, educate and/or encourage your team to innovate and fill the skill gaps, and harness the potential of the new technologies now available.** Janus asked Greg Campitelli, who did ‘all the above’ in developing ‘Enquiry Tracker’, his ground-breaking data-analytics software, to imagine what the **‘productivity improvements’** might look like in the Front Office or in administrative best practice.

#### PRESENTER

**Greg Campitelli** Director Enquiry Tracker.

#### 4.30pm PRODUCTIVITY GEMS

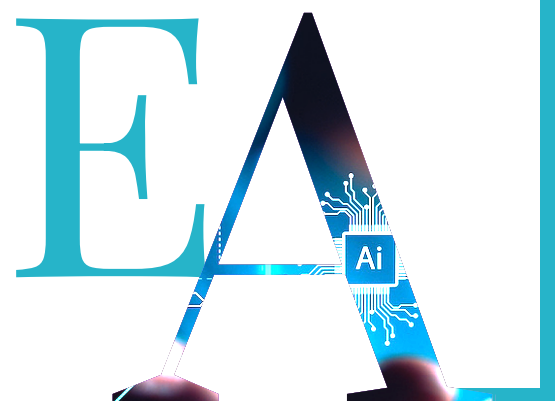
On display : unique designs showcasing bespoke pieces that feature superb pearls and gemstones.

Kate furthers her mother’s singular tradition: both qualified gemologists and awarded members of the Gold and Silver Smith’s Guild of Australia. Kate’s jewellery is certainly not made with “artificial intelligence”. But Artificial Intelligence may, in the future, assist her productivity, and her “pearls of wisdom”. How?

#### PRESENTER

**Kate Kelly** Jewellery Designer Gemmologist and Diamond Technologist of Darrylle Kelly Melbourne.

### 5.00pm DRINKS



# DAY 2

Friday  
MAY 24, 2024

**9.00am**

## **Productivity and your Professional Time**

An EA must know more about interruptions than most! Especially in the school environment! Only busy politicians' offices could be worse! Interruptions! Distractions! Social Media alarms! Even the very genuine false alarms! They all distract the EA from the real business of the day. Distractions, too, must damage your productivity. So, how do you manage your professional time, the measure of your productivity, in an environment where distraction is characteristic? How do you get the important tasks done on time?

### **PRESENTER**

**Jo Jenson** Managing Director  
Global Wisdom

**10.00am**

## **MORNING TEA**

**10.45am**

## **AI: TACKLING THE TROLLS, TOXICITY, AND RESTORING COMMUNITIES**

The great potential of social media is often fouled by the unacceptable, the irrelevant or the abusive. This presents a great risk to personal wellbeing, brand reputation, democracies and community engagement. AI moderation systems are being developed, despite the complexities of language and understanding context within machine learning. These tools can automatically mute, block and hide, enabling those communicating to address only what matters and discard what is nonsense. This session will discuss how a highly intelligent, artificial, tireless watchdog, who does not sleep, could be an invaluable member of your team.

### **PRESENTER**

**Jacqueline Comer** Chief Product Officer and Co-Founder of Areto Labs Edmonton Canada

**11:35am**

## **SYNDICATE TIME**

**11.45am**

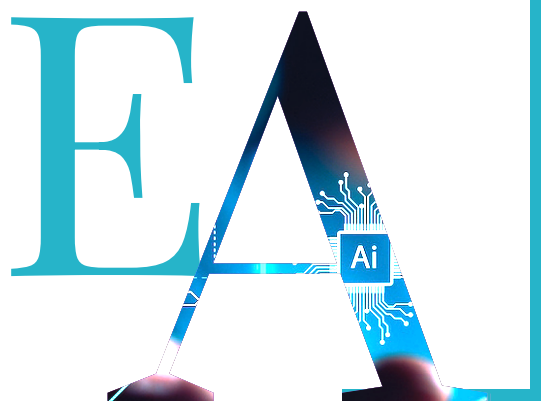
## **WELCOMING CHALLENGE, THEN CHANGE**

We all rise to a challenge, especially if we work together or in a team. Improvements in productivity will come from recognising the opportunity to innovate and being supported by management to try to find that 'better way', especially if that better way is generated from within the team rather than being imposed from above. From such an 'improvement culture', on-going attention to output and productivity will become a component of best practice

### **PRESENTER**

**TBC**

**12.30pm LUNCH**



## **FEES**

The fee for the conference and including the cost of lunches, morning and afternoon teas, and Thursday evening drinks:

### **Early Bird Fee**

**\$1390** (plus GST)

### **Full Fee**

**\$1690** (plus GST)

**The 'Early Bird' concession will apply to all enrolments received by 4 pm on or before Friday, March 22, 2024.**

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 16, 2024.**

### **Our cancellation policy.**

Cancellations before March 22, 2024 will receive a full refund less 20% for administrative expenses. Cancellations after March 22, 2024 will not warrant a refund. However, a substitute delegate will always be welcomed in lieu of the enrolled delegate.

In the event of the Conference being foreclosed due to relevant government restrictions, your registration fee may be **either**

- 'rolled over' at full enrolment value until a date when this conference may be re-presented, **or**
- refunded with a deduction for administrative expenses.

Delegates are expected to comply with the National Cabinet requirements, including full vaccination, that apply at the time of the Conference.

## **REGISTRATION**

You can register by emailing [info@janusconsulting.com.au](mailto:info@janusconsulting.com.au)

You will receive a tax invoice by return mail.

**Telephone enquiries:** 0414 295 048



# PRESENTERS



**Debbie Mayo-Smith**

Debbie is a most in-demand productivity speaker in New Zealand and Australia and sits in the top 7% of speakers worldwide. She is entertaining, motivating and practical.

A best-selling author of sixteen books, Debbie has sharpened the activity of over 1 million individuals around the world through her presentations, quick tip newsletters, articles, books and videos.

Named Ms Productivity by the media, it's not just for her work; Debbie is also a mother of six including twins and triplets!



**Jacqueline Comer**

Jacqueline Comer serves as the Chief Product Officer and Co-Founder of Areto Labs, a community engagement and content moderation software firm led by women. Areto Labs specializes in creating safe and welcoming virtual communities for sports organizations, utilizing cutting-edge machine learning software to track, moderate, and counteract instances of social media abuse directed towards athletes, leagues and teams. Jacqueline is responsible for spearheading the company's product development and technology initiatives, and has recently obtained a master's

degree focused on leveraging machine learning to detect microaggressions. Over the course of her 20-year professional career, Jacqueline has held diverse roles, including as a sports journalist, creative director, and product manager.



**Rashina Hoda**

Associate Professor Rashina Hoda is an award-winning expert in Responsible Software Engineering for artificial intelligence and other software systems. She is a world leading researcher, an award winning educator and a passionate champion for girls and women in STEM, being selected as one of the "Superstars of STEM" by Science and Technology Australia. Lately, she has researched the impacts of COVID-19 on professional colleagues, developed a vision of 'Augmented Agile' as harnessing AI to assist their decision-making in project management, and is exploring the role of large language models in telehealth practice and qualitative research. She is an experienced and engaging speaker, having presented at TEDx Auckland, Agile Australia 2022-23, Agile New Zealand, ABC Radio National's Ockham's Razor, and many more events. Rashina brings a unique mix of research rigour and practical guidance for practitioners to make responsible use of the new age work capabilities that AI-assisted software systems offer.



**Jo Jenson**

Dr Jo Jenson is an education specialist with more than twenty years' experience working in education (VET and University sectors), government and corporate sectors. Her area of expertise is to formulate education strategies and design high-quality education programs that meet the organisation's vision.

Jo's Professional Experience includes  
2020 - RANZCP  
2019 - 2020: Interim executive roles  
2016 - 2019: Royal Australasian College of Medical Administrators  
2010 - 2015: Institute of Public Administration Australia

Specialties:

- Design, develop and implement effective and innovative online learning techniques
- Create quality focused learner centred experiences
- Collaborate with stakeholders to create education resources
- Partner with specialists to deliver best practice student experiences



**Angela Wilson**

Angela Wilson is considered one of the brightest minds in career transition, career counselling and mentoring today. Now a best-selling author, well-respected speaker, educator, award winning coach and consultant on all things careers and transitions.

Known as THE curious problem solver, she is often brought in to clean up the mental, emotional, physical and spiritual mess professionals find themselves in after the chaos of change.

She also has a knack to quickly and easily spot the relevant patterns, life themes and obstacles holding her clients back from an inspiring career.

She does this using an infusion of her backgrounds in education, wellness and career development as well as personal experience.

Her authenticity, honesty and down-to-earth style are her greatest assets. She has the ability to leave you feeling inspired, challenged and clear about the next step in your career journey.



**Geraldine Wilson**

Geraldine Wilson is a Director of Ianus Consulting Pty Ltd, a consultancy she founded and has managed since 1998.

A Fellow of the Australian Institute of Office Professionals and a past President of the Victorian Branch of the Australian Institute of Office Professionals, Geraldine is the author of three books: The Executive Assistant of the Future, Flexing Your Muscles - Benchmarking and Best Practice, and, published in 2019, The Executive Assistant - My Contribution for The Future. Prior to commencing Janus Consulting, Geraldine worked as an HR Professional with Deloitte, Melbourne, managing the recruitment, induction

and professional development of the firm's support staff. Her passion has been the development of the Executive Assistant. She has provided in house professional development in the government, corporate and education sectors, throughout Australia and NZ and has held national and international conferences over the last twenty years, helping professionals develop and improve their workplace performance and, in so doing, contribute to success.



**Greg Campitelli**

Greg Campitelli is the Director of Enquiry Tracker, an experienced inventor of enrolment software now being used by schools throughout Australia and the United States. Greg has spent a professional lifetime in education as a teacher, an administrator, a marketer, a Development Director and Board member. He is a regular presenter of professional development programs and the publisher of the Catholic Schools Guide. He is a visionary and a strategist, perfectly positioned to meet the challenge of addressing the 'what might be' and the 'possible' of the next decade as schools adopt sophisticated e-technologies and customised artificial intelligences.