



# WCEI NATIONAL CONFERENCE 2010

PROGRAM & REGISTRATION BROCHURE

## “enterprising women”

16-17 SEPTEMBER 2010  
 PARLIAMENT HOUSE, CANBERRA

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### MAJOR WCEI NATIONAL CONFERENCE SPONSOR 2010

LEVEL: DIAMOND  
 AMP Financial Planning Pty Ltd




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#### OTHER SPONSORS:




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Welcome Reception:	Thursday	16 September	6.00pm
Registration:	Friday	17 September	9.30am
Conference and Lunch:	Friday	17 September	10.00am-6.00pm
Conference Dinner:	Friday	17 September	7.30pm
Breakfast and AGM:	Saturday	18 September	8.00am-10.00am



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# National Conference Guest Speakers

“enterprising women”

## Thursday, 16 September 2010

6.00PM

### NATIONAL CONFERENCE OPENING COCKTAIL PARTY

#### **SENATOR KATE LUNDY**

##### **Senator Australian Capital Territory**

Senator Kate Lundy has represented the Australian Capital Territory in the Australian Federal Parliament as a member of the Australian Labor Party since 1996. She held many portfolios in opposition including Information Technology, Manufacturing, Consumer Affairs, Local Government, Sport and Health Promotion. Senator Lundy is currently Chair of the Joint Standing Committee for the National Capital and External Territories and a long-standing active member of the Senate Environment, Communications and the Arts Committee. She is also a member of the Joint Committee of Public Accounts and Audit.

Senator Lundy's passion for her home town Canberra is reflected in her interest in the Capital's origins and its ongoing relevance to a vibrant 21st century national capital for all Australians to share and enjoy.

She is an active sportswoman who still manages to participate in many sports, especially rowing.

Senator Lundy continues to be a strong advocate for the use of the internet, digital technology and ICT innovation to strengthen the Australian economy for future growth, to transform public engagement with government and to enhance social inclusion within our communities.



## Friday, 17 September 2010

10.00AM

### NATIONAL CONFERENCE WELCOME AND OPENING

#### **DIANE TOMPSON**

##### **WCEI National President Managing Director, Novaris Pty Ltd**

Diane, the Managing Director of Powercom and General Manager of Novaris, was Tasmania's Telstra Business Woman of the Year in 2005 and BRW named her number 22 for Australian Entrepreneurial Women in 2006.



10.15AM

### MASTER OF CEREMONIES

#### **NARELLE HOOPER**

##### **Editor Boss Magazine**

Narelle Hooper is Editor of AFR BOSS Magazine. She has reported on finance and business for Australia's most respected media outlets for almost 20 years, including for ABC Radio's AM and PM programs, Radio National and SBS TV. She is a former senior writer at the Australian Financial Review and a former editor of BRW's Rich 200 List.



10.25AM

#### **MARILYN JOHNSON**

##### **Vice President, Market Development IBM Corporation**

Marilyn Johnson is responsible for developing and implementing IBM's strategy for marketing to businesses owned, led and influenced by women. She leads an organisation that develops IBM's strategy for and marketing to businesses owned or operated by Asians, Blacks, Hispanics, Native Americans and Women in the Americas. She holds two Masters in Education degrees and has received recognition for her many achievements in IBM and in the business community.



11.00AM

#### **PROFESSOR MARGARET SHEIL**

##### **CEO, Australian Research Council**

In addition to her role in research leadership, chemist Professor Sheil is a member of the Prime Minister's Science Innovation and Engineering Council and the National Research Infrastructure Council, the Australia-India Council Board, the Advisory Council of the Science Industry Endowment Fund and the National Research Foundation of Korea.



11.30AM

### NATIONAL CONFERENCE FORUM ONE:

#### **WEALTH CREATION AND FINANCIAL INDEPENDENCE**

Three inspiring self-made women will share and discuss their personal journeys of wealth creation and achieving financial independence. There will be an opportunity for you to ask questions during the forum.

#### **LIBBY KOCH**

##### **Author, Charity Pioneer**

Libby Koch is, according to her television-host husband, David, the “Bossy Brains” behind the couple's wealth. Libby allocates David an allowance, is the co-author of a number of popular books on personal finance and writes a weekly newspaper column with David for News Limited. Libby is also doing charity work in East Timor and Sydney with Father Chris Riley.



#### **DR CATHY FOLEY**

##### **Chief Research Scientist CSIRO Materials Science and Engineering**

Dr Foley won last year's national Telstra Women's Business Award for Innovation. She was awarded a Public Service Medal and the Eureka Prize for the promotion of science, both in 2003. She is renowned for her interests in physics, science education, women in science, science in the media and nuclear disarmament. Cathy is the President of the Federation of Australian Scientific and Technological Societies





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# National Conference Guest Speakers

“enterprising women”



**VICKI LAING**  
**Managing Director**  
**Laing Real Estate**

Vicki has been MD of the family business for the past 15 years and sold real estate to politicians, judges, underworld figures and movie stars in Australia's most densely populated area, Sydney's Peninsula. Laing Real Estate is the area's most successful agency and Vicki puts much of its success down to word-of-mouth and old-fashioned service.



**JUSTINE BACK**  
**Owner**  
**Back to Back Financial Planners**

During her 20 year vocation as a financial planner, Justine has drawn on her unique drive and personal determination to succeed in a male-dominated industry and created an award-winning business in Back to Back Financial Planners. In recognition of her individual high performance over a 10 year period, Justine became the first female to qualify as a member of AMP's top-performing planner group AMICUS. Justine will be the moderator of this forum.

12.45PM

LUNCH:



**PLAN TODAY, OWN TOMORROW**  
**JUSTINE BACK, Owner, Back to Back Financial Planners**  
**TONY DOWLING, Residential Sales, Laing Real Estate**

Justine will talk about her rewarding career in financial planning and how she helps people own their tomorrow. Justine will chat to her client Tony Dowling who has a terrific story of how he went from managing international events and owning a Kings Cross nightclub to a successful career in real estate.

2.45PM



**LOUISE CURTIS**  
**Director**  
**Hamperesque and Lollypotz**

Louise built and runs Australia's fastest growing franchise, internet gift business Lollypotz. She won the ACT 2008 Business Women's Award for Business Owner and Innovation. Her Hamperesque business won the Telstra Small Business Award that year.

3.25PM

AFTERNOON TEA

3.45PM

NATIONAL CONFERENCE FORUM TWO:  
**WOMEN LEADING EXCEPTIONAL ENTERPRISES**

Three visionary women will share their stories and answer questions.



**JO FISHER**  
**Managing Director**  
**Jo Fisher Executive Search and Leadership**

Jo established Jo Fisher Executive in 2002 which is today a successful Executive Search and leadership solutions firm of 22 people, and has completed over 440 senior executive search assignments. Jo has a particular passion to assist clients and candidates who seek to diversify their response to gender, culture and age in their executive workforce. Jo is an Honorary Fellow at Deakin University, holds an MBA, postgraduate qualifications in management and is a graduate of the Australian Institute of Company Directors.



**RUTH MEDD**  
**Chair**  
**Women on Boards**

Ruth is one of Australia's most experienced executives. She is chair of both Australian Ethical Superannuation Ltd and Women on Boards and a director of the National Foundation for Australian Women. She is a former director of The Infants Home Ashfield and the NSW Casino Control Authority. She has served as Executive Director of the Australian Association of National Advertisers and in senior positions with Telstra, the Australian Broadcasting Tribunal and the Federal government. Ruth is noted for her finance and business management expertise and her in-depth understanding of the public policy, regulatory and business interface.



**AIR VICE-MARSHAL MARGARET STAIB**  
**Commander Joint Logistics**  
**Australian Defence Force**

Air Vice-Marshal Staib was appointed Commander Joint Logistics earlier this year and is charged with implementing reforms she spearheaded for the 2009 Defence White Paper. Her work in logistics at the Pentagon in 2000 was recognised by the US Meritorious Service Medal.



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# National Conference Guest Speakers

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4.45PM **MARILYNNE PASPALEY AM**  
**Owner, Founder and Managing Director**  
**Pinctada Hotels & Resorts**

Marilynne was responsible for the development of Paspaley's retail and jewellery manufacturing business for 20 years, and remains a Director of the Paspaley Group of Companies, one of which produces the world's finest South Sea pearls. She now focuses on the development of her personal hotel portfolio, Pinctada Hotels & Resorts in the Kimberley in WA. She is a member of the Business Woman's Hall of Fame and was made a Member of the Order of Australia for the promotion of Australian pearls and services to the community. Marilynne also worked as a professional actress for many years and was most widely known for her role in GP.



5.30PM **CLOSE**  
**NARELLE HOOPER**  
**Editor**  
**Boss Magazine**

7.30PM **NATIONAL CONFERENCE DINNER**  
Onred, Red Hill Lookout, 50 Red Hill Drive, Red Hill, WCEI Members and Conference Delegates

## National Conference Program 2010

### THURSDAY, 16 SEPTEMBER 2010

6.00PM-7.30PM

**OPENING COCKTAIL PARTY**  
Senator Kate Lundy, Senator for Australian Capital Territory  
Hotel Realm, Canberra  
Products from local members ranging from pearls to gourmet hampers will be on display.

### FRIDAY 17 SEPTEMBER 2010

**WCEI NATIONAL CONFERENCE**  
Parliament House, Canberra

9.30AM

**CONFERENCE REGISTRATION**

10.00AM

**WELCOME AND OPENING**  
Diane Tompson, WCEI National President

10.15AM

**MASTER OF CEREMONIES**  
Narelle Hooper, Editor, Boss Magazine

10.25AM

**KEYNOTE SPEAKER**  
Marilyn Johnson, Vice President, Market Development, IBM Corporation

11.00AM

**KEYNOTE SPEAKER**  
Professor Margaret Sheil, CEO Australian Research Council

11.30AM

**NATIONAL CONFERENCE FORUM ONE:**  
**WEALTH CREATION AND FINANCIAL INDEPENDENCE**  
Three self-made women will share their journeys, then panel discussion and questions.  
Libby Koch, Author, Charity Pioneer  
Dr Cathy Foley, Chief Research Scientist, CSIRO Materials Science and Engineering  
Vicki Laing, Managing Director, Laing Real Estate

12.45PM

**LUNCH:**  
**PLAN TODAY, OWN TOMORROW**  
Justine Back, Founder, Back to Back Financial Planners and her client Tony Dowling share their stories of taking financial control of their lives.

2.45PM

**KEYNOTE SPEAKER**  
Louise Curtis, Director, Hamperesque and Lollypotz

3.25PM

**AFTERNOON TEA**

3.45PM

**NATIONAL CONFERENCE FORUM TWO:**  
**WOMEN LEADING EXCEPTIONAL ENTERPRISES**  
Jo Fisher, Managing Director, Jo Fisher Executive Search and Leadership  
Ruth Medd, Chair, Women on Boards  
Air Vice-Marshal, Margaret Staib

4.45PM

**KEYNOTE SPEAKER**  
Marilyn Paspaley, Managing Director, Pinctada Hotels and Resorts

5.30PM

**CLOSE:**  
Narelle Hooper, Editor of AFR Boss Magazine

7.30PM

**WCEI NATIONAL CONFERENCE DINNER 2010**  
Onred, Red Hill Lookout, Red Hill. WCEI Members and Conference Delegates



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# National Conference Registration Form "enterprising women"

16-17 September, 2010  
Parliament House, Canberra ACT

Please complete this Registration Form and fax back to **(02) 6226 8704** or Register online at: **www.wcei.com.au**

## SECTION A: PERSONAL DETAILS

(Please tick the appropriate box)

MEMBER  NON MEMBER

TITLE Dr Prof Sir Mr Mrs Ms Miss Other \_\_\_\_\_  
(Please Circle)

FAMILY NAME \_\_\_\_\_ Male / Female  
(Please Circle)

GIVEN NAME/S \_\_\_\_\_

NAME ON NAME TAG \_\_\_\_\_  
(If different from above)

POSITION / TITLE \_\_\_\_\_  
(If applicable)

INSTITUTION / ORGANISATION / COMPANY \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

PHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_  
(This is essential to receive your written receipt)

DIETARY REQUIREMENTS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### DELEGATE LIST

MAY WE INCLUDE YOUR CONTACT DETAILS ON THE FINAL DELEGATE LISTING?

YES  NO

## SECTION B: REGISTRATION

(Please tick the appropriate box)

MEMBER REGISTRATION - \$440 (Inc GST)  
 NON MEMBER REGISTRATION - \$495 (Inc GST)  
 NON MEMBER **EARLY BIRD** UNTIL 3 September 2010 - \$440 (Inc GST)

**OPENING COCKTAIL PARTY** Thursday 16 September, 6.00pm - 7.30pm  
(Included in registration)

Ostani Lounge Bar, Hotel Realm, Canberra

I **will be** attending the Cocktail Party

I **will not be** attending the Cocktail Party

**CONFERENCE DINNER** Friday 17 September, 7.30pm - 10.00pm

Onred, Red Hill Lookout Restaurant, Red Hill

\$0 included in WCEI Member Registration

\$125 (Inc GST) per Non-Member Registration

I **will be** attending the Conference Dinner

I **will not be** attending the Conference Dinner

(Please advise for catering purposes)

**WCEI AGM** Saturday 18 September, 9.00am for 9.30am start

Forrest Hotel and Apartments, Canberra

Coffee/Tea will be available

(Members only, included in registration)

I **will be** attending the WCEI AGM

I **will not be** attending the WCEI AGM

(Please advise for catering purposes)

**TOTAL REGISTRATION FEES  
(SECTION B):**

\$  B

## ACCOMMODATION

Delegates must book their accommodation directly with the luxurious Hotel Realm or the award winning Forrest Hotel and Apartments, Canberra. Reserved rooms are only available up to 17th August 2010 and after that subject to availability.

**HOTEL REALM** (5 Star Luxury Hotel)

18 National Circuit

Barton ACT 2600

Please Quote Booking Reference Code: 1609WC

Central Reservations: (02) 6163 1800

Web: [www.hotelrealm.com.au](http://www.hotelrealm.com.au)

Email: [reservations@hotelrealm.com.au](mailto:reservations@hotelrealm.com.au)

**ROOM RATE:**

\$290.00 One Bedroom Suite  
(King Size Bed)

**FORREST HOTEL AND APARTMENTS** (Award Winning 3.5 Star)

30 National Circuit

Forrest ACT 2603

Central Reservations: (02) 6203 4300

Web: [www.forresthote.com](http://www.forresthote.com)

Email: [reservations@forresthote.com](mailto:reservations@forresthote.com)

**ROOM RATE:**

\$99.00PP Twin Share  
(Inc Buffet Breakfast)

Forrest Hotel is a 3.5 Star accommodation with a special rate of \$99.00 Per Person Twin Share, including a Delicious Buffet Breakfast and a bottle of Floriade Wine. One and two bedroom apartments are available. Forrest Hotel and Apartments is the closest accommodation to Parliament House and just a 5 minute walk to Manuka Cafes and Restaurants.

## ONCE COMPLETED THIS FORM CONSTITUTES A TAX INVOICE

### PAYMENT OF FEES

**SECTION B:  
TOTAL REGISTRATION FEES**

\$  B

### TOTAL FEES PAYABLE

(All fees quoted are in Australian Dollars and Include GST)

\$

Fees will be refunded less \$25.00 Administration Fee if cancellation is received prior to Friday 10th September, 2010. After that NO REFUND will be issued, although replacement delegates will be accepted.

Please email or fax this completed form to:

**The Communication Link**

Telephone: (02) 6226 8880 Facsimile: (02) 6226 8704

Email: [info@communicationlink.com.au](mailto:info@communicationlink.com.au)

**Payment:** All costs quoted are GST Inclusive and a GST Invoice will automatically be forwarded with confirmation of registration and other fees paid. Payment of total fees will be accepted by Credit Card: Visa, Mastercard, AMEX or Diners Club.

CARD TYPE: (Please Tick)

VISA  MASTERCARD  AMEX  DINERS CLUB

CARD NUMBER: (Please Print Clearly)

NAME ON CARD:

EXPIRY DATE:

SIGNATURE:



### CONFERENCE VENUE:



#### Parliament House, Canberra

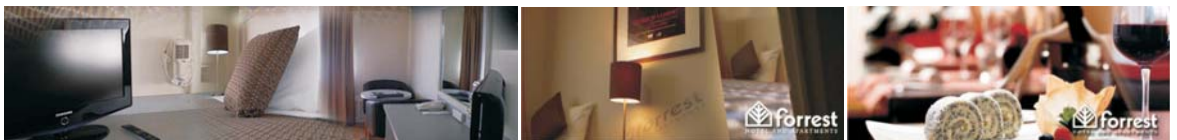
Parliament House is situated on Capital Hill just South of Lake Burley Griffin. It was designed by Romaldo Giurgola, an Italian, and built in 1988 costing \$1.1 Billion. The building axis runs from North to South to West and is situated perfectly inline with Old Parliament House, the Australian War Memorial and Mt Ainslie. The interior design is made up of various timbers from Australia and hosts numerous pieces of Australian art and craft.

### CONFERENCE ACCOMMODATION:



#### Hotel Realm (5 Star Luxury Hotel) 18 National Circuit, Barton ACT 2600

Located at the footsteps of Parliament House in Canberra, Hotel Realm is part of a truly mixed-used precinct next to the Parliamentary Triangle. Hotel Realm offers 158 hotel and suite style accommodation rooms complimented by an in house day spa, state of the art health club and a variety of dining options. Combining contemporary elegance with avant-garde design, Hotel Realm is effortlessly chic. [www.hotelrealm.com.au](http://www.hotelrealm.com.au)



#### Forrest Hotel and Apartments (Award Winning 3.5 Star) 30 National Circuit, Forrest ACT 2603

Forrest Hotel & Apartments is one of Canberra's best value accommodation properties with a choice of standard to executive non-smoking rooms. Our award-winning three and a half star property also offers state-of-the-art conference facilities, restaurant and function areas. Renowned for our hospitality, you will enjoy all the comforts of home complimented by our outstanding service. Quiet, convenient and tranquil! Situated in the Parliamentary triangle, Forrest Hotel and Apartments is close to so many of Canberra's major icons including Parliament House, The National Gallery and the National Portrait Gallery and Manuka Shopping Village. [www.forresthotel.com](http://www.forresthotel.com)

### CONFERENCE DINING:



#### Red Hill Lookout Restaurant, "Onred", 50 Red Hill Drive, Red Hill

Built in 1964 the Red Hill Lookout Restaurant is elevated 175 metres above the Canberra City, giving it an amazing vantage point of Canberra's many national icons and stunning landscape.