



CEO's Day

Friday 10th August

Adelaide Convention Centre

7:00am **Arrival and check in. Foyer E, Adelaide Convention Centre**

7:15am **CEOs' Leadership Breakfast in partnership with Community Business Australia**



Leading Teams; the Psychology of We

Dr Cliff Mallett – Professor of Sport Psychology and Coaching, The University of Queensland



8:30am **Buses Depart on CEO's Day Innovation Tour:**

Visit an innovative organisation during the off-site component of the day to hear current examples of strategies employed in response to changing market conditions and/or unpredictable times.

11:00am **Morning Tea**

11:15am **Welcome and Opening Presentation**



Realising Your Value Through the Looking Glass of Your Customers

Jenny Holliday – Director, Non Profit Training

Create a value proposition aligned to solutions that are customer-centric by focusing on your customer's pain points. By developing a collection of benefits and reasons that resonate with customers and articulate what your organisation 'is about', it is easier for the customer to assess the value of your offer.

11:55am **Plenary Presentation**



Redesigning Your Organisation

Simon Goodrich – Managing Director, Portable

Learn how to use design thinking in helping to make decisions on organisational direction. The role of prototypes and how they can inform service delivery, and demystifying innovation into the "do".

12:30pm **Plenary Presentation**



Choice and control: shifting the power dynamic in NFP services

Jane Arnott – General Manager, Consulting and Business Services, Community Business Bureau

Customer focus needs to be hardwired into the organisation at every level (frontline to board) and every function. Frontline staff will become the key factor in determining success in a choice and control market.

1:00pm **Lunch**

1:30pm **Plenary Presentation**



A Decade of Investment – Journey to Social Inclusion

Cathy Humphrey – CEO, Sacred Heart Mission

Hear the transformational strategic journey taken by Sacred Heart Mission over a decade in order to take on the challenge of designing, piloting, testing and taking a service intervention to scale through social impact investment.

2:15pm **CEO's Roundtable Discussions**

The popular CEO's roundtable session aims to create an open environment to meet other leaders from the not-for-profit sector and discuss topical issues, ideas and solutions with reference to the conference theme.

3:50pm **Afternoon Tea**

4:15pm **Closing Keynote Presentation**



Does Culture Eat Strategy for Breakfast?

Dr Ruth Knight – Postdoctoral Research Fellow, QUT Business School

5:15pm **Leadership Networking Drinks**

All CEO's Day and Board Member Innovation Tour delegates receive COMPLIMENTARY entry to the Leadership Networking drinks with pre-registration.

Main Conference delegates may also attend by pre-purchasing a ticket, available for \$30.

6:30pm Program concludes.

Please note CEO's Day is separately ticketed and runs concurrently to the Board Member Innovation Tour.



Main Conference | Saturday 11th August |

Adelaide Convention Centre

9:00am **Welcome and Opening Keynote**
The details for this session will be announced shortly, see the conference website for updates.

10:00am **Morning Tea**

10:30am **Concurrent Workshops (Session 1)**



Do You Have a Customer-Centric Culture – Do You Know Your People Risk?

James Beck – Managing Director, Effective Governance

Everyone in an organisation will be involved with customer service — directly or indirectly. People risk is ‘the risk of loss due to the decisions and non-decisions of people inside the organisation’. James will look at the role of the board in people risk, and what the board can do to make customer-centricity a part of the organisation’s culture.



Customer-Centric Board Succession Planning

Jodie Willmer – Board Succession & Diversity Strategist, Conscious Governance

Learn about simple and effective methods to recruit amazing new directors from a diverse range of backgrounds and set them up for success. Hear practical board succession planning strategies that can help you build a board that “steps up” in an era of increasing focus on the customer/consumer.



Customer Centric Governance...Cashflow Centric Governance

Michael Goldsworthy – Principal Consultant, Australian Strategic Services

The tumultuous world of customer choice and control and competitive market forces requires a number of important customer and financial governance principles to be well understood and applied. Join Michael for an insightful session where, in essence, “customer is king and cashflow is queen”...and discover what this all means for the boards’ future roles and responsibilities and the work they undertake as directors.

11:40am **Concurrent Workshops (Session 2)**



Governing Purpose-Driven Organisations: What’s the Same? What’s Different?

Alan Hough – NFP Sector Expert

Instead of relying on hierarchy and bureaucratic control, purpose-driven organisations embrace purpose, assume trustworthiness, and organise on the basis of self-directed teams. Alan will share information about how purpose-driven organisations work, and explore how these organisations might be governed.



Our Customers... For No Other Reason

Chris Scott – Director, Leading In Health

This presentation will focus on the ‘nexus’ between the governance and operational management and the need for leadership harmony that creates the environment for success. Having emotional intelligence is a fundamental ingredient to customer satisfaction. Chris will focus on the success principles that every NFP needs to guarantee success and achieve authentic customer satisfaction.



Being a Customer-Centric Non-Profit Organisation

Wenda Gumulya – Board Chairperson, Hoshizora

Discover methods and tips on how to become a client (customer)-centric non-profit organisation, particularly in putting customers (donors, volunteers, supporters) and beneficiaries at the core of what the organisation does. Equipped with a real-life case study and group activities, enhance your understanding about the client-centricity concept and hear practical takeaways you can implement in your organisation.

12:40pm **Lunch**

Saturday program continued on next page...

Visit www.betterboards.net/conference for the latest information and registration.



Main Conference | Saturday 11th August |

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1:30pm Concurrent Workshops (Session 3)



Positioning Your NFP for Customer-Centricity – Documenting a Cultural Transformation

Vera Visevic – Partner, Mills Oakley

Vera will consider the documentation behind every not-for-profit, and examine how objects clauses in constitutions, policies, charters, and even the establishment of a customer-membered sub-committee, can all work practically to make a tangible difference in customer trust and satisfaction.



Consumer Governance: A Framework for Involving Consumers in Decision-Making

Matt Burrows – CEO, Therapy Focus

Consider consumer involvement in existing frameworks of engagement and hear a more targeted approach to decision-making. Gain an appreciation of the different functions of your beneficiaries and the benefits of a dynamic approach to decision-making required within any of the consumer engagement frameworks.



Impact Strategy 2.0: Creating Social Impact & Strategic Outcomes

Mike Davis – Founding Director, Purposeful

Discover how to strategically utilise social impact measurement and communication. Mike will focus on how to effectively and strategically communicate your organisation's social impact to a range of stakeholders.

2:40pm Concurrent Workshops (Session 4)



The Role of the Ethical Framework in Delivering Customer-Centric Governance

David Burfoot – Senior Consultant, The Ethics Centre

What is the ethical framework and how does it help organisations make better decisions? Explore how leaders are employing modern knowledge of ethics and cognitive biases to nurture corporate governance more attune to the changing needs and aspirations of society and their customers. But there is a catch.



Lived Experience: Walking the Talk

Tony Davies – CEO, Social Futures

Social Futures has been embedding lived experience expertise into its organisational model since developing the Lived Experience prototype in 2013. The importance of effective governance, training and support structures to create cultures of mutual respect and safety has been critical to success.



Practical Ways to Understand Your Customer Journey to Glean Insights

Bruce Mullan – CEO, The Purpose Driven Group

This session provides insights and tools to help service providers thrive in a consumer-directed world. Bruce will show attendees how to map the customer journey, quickly identify gaps and ensure they have the right people, processes and systems in place to support their customer journey.

3:40pm Afternoon Tea

4:10pm Plenary Presentation



How Your Executive Team is Killing Innovation – and What to Do About It

Dr Amantha Imber, Chief Executive Officer – Inventium

5:00pm *Sessions conclude.*

7:00pm Gala Dinner and Entertainment - Adelaide Convention Centre. (Ticketed separately)

Brought to you in partnership with Russell Kennedy Lawyers, the Gala Dinner is a great way to unwind after a day packed full of knowledge, ideas and inspiration. Relax with your colleagues and friends, meet new contacts, enjoy a meal and be entertained.



Visit www.betterboards.net/conference for the latest information and registration.



Main Conference

| Sunday 12th August

| Adelaide Convention Centre

9:00am Welcome Back.

Keynote Presentation



Listening is the Key to Success

Grace McCarthy – Dean, University of Wollongong

Listening improves strategy development and implementation, sales, and staff engagement and productivity. When people are listened to, they clarify their thinking. A critical skill for all, Grace highlights the value of listening to board directors and provides practical tips to become a better listener.

9:40am Plenary Presentation



Managing Disruption: Making Better Decisions

Carl Gibson – Executive Director, Executive Impact and Australian Risk Policy Institute

Improve judgement and decision-making using 'neuroawareness'. Explore the role of intuition in expert thinking and hear about the dangers of unchallenged assumptions, and better ways of testing assumptions. Carl will outline how to really put yourself in your customers' 'shoes'.

10:20am Morning Tea

10:45am Plenary Presentation



What Does a Customer-centric Board Look Like?

Dr Natalie Elms and Jackie Bettington – QUT Business School

In this session practical takeaways are provided for strengthening the strategic focus of your board and a greater connectivity to the customer.

11:25am Cyber Sunday Session



Blockchain and the Opportunity for Impact

Jamie Skella – Co-Founder, Horizon State

Uncover how disruption, risks and opportunities all await in a blockchain future where energy supply is being decentralised, finance is being disintermediated, and governance is becoming distributed.



Cyber Governance for NFP Directors and Executives

Jason Wilk – Managing Director, Blue Zoo Holdings Pty Ltd

Technology can be an amazing enabler for all organisations, but with it comes risk. How do NFP directors ensure that they are meeting their fiduciary duties and regulatory obligations towards cyber in a pragmatic way to ensure their organisations are cyber resilient?

12:30pm Closing Keynote Followed by Final Remarks from the Conference Chair

The details for this session will be announced shortly, see the conference website for updates.

1:30pm Networking Lunch

2:30pm Conference Close

Additional Programs for Board Members:

Pre-conference Masterclasses, Thursday 9th August - See www.betterboards.net/conference for details.

Morning Masterclass (9.00am – 12.30pm)

Strategic Transformation with Michael Goldsworthy from *Australian Strategic Services*.

Afternoon Masterclass (1.30pm – 5.00pm)

Impact-led Design with Kevin Robbie & Ross Wyatt from *Think Impact*.

The Board Member Innovation Tour, Friday 10th August

A unique opportunity for you to get out and about with your 'board member' hat on and hear ideas, innovations, strategies and experiences with a range of other directors. This year the tour will visit **St John's Youth Services**, **Zoos SA**, **The National Wine Centre of Australia**, and the one further venue to be announced shortly.

Registrations available online, book early as seats are strictly limited.