



2011 SCA (NSW)
**STRIVE FOR STRATA
EXCELLENCE**



Celebrating 50 years of Strata

Delegate Brochure



BUSINESS PARTNERS





Introduction to convention

Join us at Sydney Showground, Olympic Park from Thursday 6th to Saturday 8th October 2011 for the 31st SCA (NSW) Strata Industry Convention. This year we also celebrate 50 years of strata, with the first laws for NSW being set for the industry.

The 2011 SCA (NSW) Strata Industry Convention is the education and social highlight for the industry each year. The convention attracts strata professional and suppliers to the industry as well as executive committees from NSW.

The 2011 Convention will be the first major event held with the new branding of *Strata Community Australia (NSW)*.

Hear from speakers from business and industry on optimising your business performance, maximising growth opportunities, increasing client satisfaction and embracing the community through *Striving for Strata Excellence*.

There are also a range of great networking and social events not to be missed.

Get your team or a group of your colleagues together and enjoy the 2011 SCA (NSW) Strata Industry Convention 'Strive for Strata Excellence'.

This year the full suite of CPD points is available to delegates, so don't miss out on your opportunity to earn your CPD points.

Don't miss out on the renovation rescue session with a panel from strata managers, to suppliers to lot owners, be sure to hear all sides.

Your program

Thursday 6th October 2011

Golf Tournament

Kick off your convention with a round of golf at the tree-lined fairways, astute bunker placement and the meandering waters of the Cooks River, Strathfield Golf Club. The day starts at 8am with breakfast.

After breakfast, golf pro Mark Reeve and his team will take you through the tournament rules and guide you to your golf carts.

After 18 holes, enjoy the relaxing surroundings with drinks in the main bar followed by the presentation and a buffet lunch.

Principals Forum

Principals from the industry of SCA (NSW) are invited to discuss key issues impacting on the sector.

The Principals forum will be held at the Southee Pavilion from 4.00pm – 6.00pm. This year attendees will be given a free night to enjoy the restaurants and bars located at the Showground.

Friday 7th October 2011



Belinda Yabsley - Keynote speaker

Belinda Yabsley has built an inspiring reputation for innovation in the art of customer relationship management. Starting in the automotive industry as a receptionist, Belinda went on to become the youngest Branch Manager of a Mercedes-Benz owned dealership in Australia, and the first female to be recruited for this position. Belinda then went on to launch the world's first "Mercedes-Benz Airport Express" in Sydney, a unique concept resulting in previously unheard of levels of customer satisfaction.

Currently a well-respected mentor and speaker, Belinda is still referred to as "Miss Mercedes" by many within the media and business world. Her reputation being based on both her stellar sales record and ground breaking work in the field of customer experience management.

Belinda believes in creating client experiences based on respect, trust, patience and empathy. For her, relationships do not stop after the sale, in fact that's only the beginning. As a result, 100% of her sales business has come from repeat clients and referrals. This level of commitment enabled Belinda to set new benchmarks in the prestige Automotive industry, including writing the first custom order in Australia for the Maybach Saloon valued at \$1 million. It also gained her International recognition, having been nominated for many of Australia's leading business awards, including winning 2005 Sydney Business Woman of the Year by Sydney Business Review.

Belinda's sessions demonstrate how service innovation begins with an attitude and a willingness to embrace the unknown, also practical techniques on how to turn your ideas into customer driven solutions. Her sales success relates both to new consultants starting on their customer experience journey, to sales managers looking for new ways to encourage their teams to take ownership and embrace a proactive approach.

Belinda's story is truly inspirational and loaded with insightful approaches for achieving extraordinary. With such a loyal following and reputation, she has emerged as a sought-after motivational speaker on service, attracting the top end of town, fostering innovation and customer service excellence.



Opening the Convention

Anthony Roberts has a long history of serving the community, dealing with local issues and problems, and has a strong record of achieving results.

Having served on Lane Cove Council as a Councillor for almost nine years including one term as Deputy Mayor and two terms as Mayor, Anthony is very much in touch with the issues that matter most to his community.

Anthony was elected as the Member for Lane Cove in 2003 and re-elected again in 2007 and 2011, bringing with him to Parliament a broad outlook on life and a straightforward, commonsense approach to finding solutions.

He has been a strong and passionate advocate for our community, not just at a state level but also on pressing local issues.

Anthony has fought for the protection of public lands from sale to developers, full filtration of the Lane Cove Tunnel and against the overdevelopment of our suburbs.

AGM

This year's Annual General Meeting will be held in the Southee Auditorium at 4.00pm on Friday 7th October 2011.

Friday Night Formal Dinner - Night of champions

This year's Formal Convention dinner will be held at Waterview at Bicentennial Park. Join the winners in a gold and blue theme to shine through the whole evening.

Buses will escort you to Waterview from the showground where you will arrive at lush green parklands and a lake setting. Enjoy pre dinner drinks, 3 course dinner, entertainment and the awards presentation.

Dress code: Dress to impress

Bring your dancing shoes for the entertainment after the dinner.



Saturday Night Informal Dinner - Country comes to the city

Country comes to the city and what a better way than getting those spurs, boots and cowboy hats out and joining us at the Southee Pavilion outdoor shin dig with a variety of food stalls, entertainment and even some farm yard entertainment to keep the fun going.

Dress code: country



Accommodation

We have secured a special rate for you at the hotel facilities available at the Showground.

Pullman Hotel \$260.00 per night

Novotel Hotel \$220.00 per night

Ibis Hotel \$190.00 per night



Registration

Registration Type	Member Early Bird (9th Sep) Incl GST	Member Standard Incl GST	Non Member Incl GST
Convention Full Package - day 1 and 2 sessions, Friday night formal dinner and Saturday night informal dinner	\$973.50	\$1,039.50	\$1,204.50
Convention Day 1 only - Friday 7th October	\$324.50	\$379.50	\$456.50
Convention Day 2 only - Saturday 8th October	\$324.50	\$379.50	\$456.50
Golf Day (price includes golf cart)	\$180.00	-	-
Friday Night Formal Dinner	\$220.00	-	-
Saturday Night Informal Dinner	\$176.00	-	-
Lot owners forum (including lunch and renovation rescue session)	\$44.00	-	-

To register please go to www.scanswconvention2011.dcim.com.au.
Early bird closing 9th September 2011.

Program

Thursday 6th October 2011

Time	CPD Points	Topic	Speaker	Description
7.30am - 3.30pm		Golf Day	Strathfield Golf Course	
3.00pm - 7.00pm		Trade Exhibition Bump In	Trade exhibition area	
4.00pm - 6.30pm		Principals Forum	Mark Lever and SCA	SCA CEO Mark Lever will give a presentation and update principals on issues canvassed at the launch of Strata Community Australia in July including plans to develop the national education agenda and a new accreditation. The forum includes a panel discussion on the SCA agenda highlighting the rollout of the new national licensing regime for strata managers and harmonisation of associated regulatory arrangements, particularly around trust accounting. Principals will also be upraised on the development of advocacy positions in key areas such as building defects, energy efficiency and insurance regulation.

Friday 7th October 2011

Time	CPD Points	Topic	Speaker	Description
8.00am - 9.00am		Registration opens		
8.00am		Trade exhibition opens		
9.00am - 9.30am		Opening	Anthony Roberts Minister of Fair Trading	
9.30am - 10.30am		Key note speaker - Striving For Excellence	Belinda Yabsley	
10.30am - 11.00am		Morning Tea		
11.00am - 12.00 pm	1	Striving for Excellence in Customer Service	Adrian Emery Bright & Duggan	Bright and Duggan are winners of the Customer Service Awards; 2009 Customer Service CEO of the year, Adrian Emery. Their session will give insight on customer service within Strata and the policies and activities that clinched the award, highlighting the steps they are taking to ensure this standard is maintained.
12.00pm - 1.00pm	1	What's behind the secret to success in strata management businesses?	Cameron McMillan Macquarie Bank	Well, according to Macquarie's 2011 Best Practice Benchmarking survey, the question we should be asking is who? The positive correlation between happy staff and happy clients is certainly not a new phenomenon, but it is one that Macquarie is seeing embraced and nurtured across the industry. Join Cameron McMillan in this session to explore this and other areas you can focus on to achieve success.
1.00pm - 2.00pm		Lunch		
2.00pm - 3.00pm	2	Defects + Recent Case Study	David Bannerman Bannermans Lawyers	The session will review a precedent setting case in Building Defects in the current year and educate strata managers on their responsibilities and possible liabilities in the detecting and repairing of building defects
3.00pm - 3.30 pm		Afternoon tea		
3.30 pm - 4.00pm		Sign in for AGM		
4.00 pm - 5.00pm		AGM		
5.00pm - 6.00pm		Board Meeting		
6.15pm - 6.45pm		Buses from Showground to Waterview Convention Centre		
6.30pm - 12.00pm		Formal Dinner - Night of Champions		

Program - continued

Day 2- Saturday 8th October 2011

Time	CPD Points	Topic	Speaker	Description
8.30am		Registration opens		
8.30am		Trade opens		
9.00am - 10.00am	3	Latest court cases	Colin Grace Grace Lawyers	This highly informative session will cover the latest court cases in Levy arrears, Breach of contract (management agreements) , Payment to contractors and give a greater understanding on the legal processes involved.
10.00 am - 10.45am	1	Insurance - In search of excellence	David Hampton CHU	Earthquakes, floods, tsunamis, Disaster Insurance is on the news and the Strata Industry is caught right in the melee. Participants can expect to come from this session with a greater understanding of how recent natural catastrophes impact their industry and reinsurance capacities.
10.45am - 11.15am		Morning tea		
11:15pm - 12.00pm	1	Fire Compliance	Robert Broadhead 2020 Fire	Robert will share his expertise in the process of AFSS from start to finish giving detail on recognising when to engage a contractor. He will also update us on current discussions regarding Fire safety regulations.
12:00pm - 1:00pm	1	Defects	Ken Demlakian Demlakian Strata & Remedial	As an engineering expert Ken will help participants identify what constitutes a building defect, the steps they need to take once one is identified as well as when legal representation needs to be engaged.
1.00pm - 2.00pm		Lunch		
2.00pm - 3.00pm	3	Navigating Meetings in Community living- Part 2 - A strata managers View point	Richard Holloway Enterprise Training	We have had to deal with meetings at some point, this interactive session will give practical tools for handling difficult people while maintaining your sense of humour
3.30pm - 4.30pm	2	Renovation Rescue	Chris Chapman - Lot Owner Chris Duggan - Bright and Duggan and Strata Manager David Bannerman, Bannermans Lawyers David Hampton, CHU Insurance and Ken Demlakian, Demlakian Strata and Remedial Engineering	Join an expert panel represented by an owner, a strata manager and suppliers involved in everyday renovations and hear their perspectives on resolving one of the strata communities challenges
4.30pm - 5.00pm		Guest speaker		
5.00pm - 5.15pm		Close		
6.00pm - 11.00pm		Country Comes to City Informal Dinner		

* Topics and sessions are subject to change. SCA (NSW) will inform delegates of any changes prior to the convention'

* **CPD Points.** Please note delegates can only attract a maximum of 4 x 1 point sessions (for example; Striving for Excellence in Customer Service, Fire Compliance or Insurance sessions) per year that contributes towards your annual 12 CPD points requirement.

Brought to you by



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