



**Philip Clark AM**

Philip Clark AM is the Chair of the Australian Government's Education Investment Fund (EIF) Advisory Board. He was Managing Partner and CEO of Minter Ellison. Prior to joining Minter Ellison, Philip was Director and Head of Corporate with ABN Amro Australia and before that was Managing Partner of Mallesons Stephen Jaques.

Philip is a member of the JP Morgan Advisory Council and serves on a number of boards and advisory boards. He is a director of St James Ethics Centre and serves on the Advisory Council of Europe Australia Business Council. He is also a director of several not-for profit foundations.

He was made a Member of the Order of Australia for service to the legal profession and business, particularly through the development of national law firms and encouraging corporate involvement in community programs.



**Brendan Van Maanen**

Brendan van Maanen is Managing Partner of Onion Communications Pty Ltd. Having completed a Bachelor of Education and Masters in Exercise Physiology, Brendan reconsidered spending the rest of his life in a tracksuit and turned to the communications industry.

Some 20 years, later having worked in Melbourne and Sydney in famous advertising agencies, on many of Australia's and the world's best known brands, he has gained a deep understanding of how communication works and why often it doesn't.

In recent years, Brendan has been active in the not-for-profit sector with the global movement We Are What We Do, the Australian Childhood Foundation, Education Foundation, and Youth Foundation Australia.



**Jenny Hunter**

Jenny Hunter is Director of Sustainability Works. Before starting Sustainability Works in 2008, Jenny spent 10 years at VicSuper in executive roles with accountability for communications, education, sustainability and strategic performance. She set up and managed corporate sustainability at VicSuper from 2001 to 2008.

Prior to VicSuper, Jenny worked in communications roles in the tertiary education, professional associations and financial services sectors.

Jenny is a member of the board of management of CARA Inc, a non-profit organisation that provides alternative accommodation for vulnerable teenage girls. She is an alumni of the University of Cambridge Programme for Sustainability Leadership and has tertiary qualifications in communications, marketing and business.



**David Hetherington**

David Hetherington is Executive Director of Per Capita. Before joining Per Capita, David lived in the UK where he worked at the Institute for Public Policy Research (IPPR) and as a consultant to the OECD. Prior to this, David spent five years in strategy consulting with LEK Consulting in Sydney, Munich and Auckland, working primarily in the natural resources, airports, and financial services sectors, and at the Sydney 2000 Olympic Commerce Centre, where he advised businesses preparing for the Olympic Games. He holds a BA with First Class Honours from UNSW and an MPA with Distinction from the London School of Economics where he won the George W. Jones Prize for Academic Achievement.



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To register for this event, complete the enclosed registration form or download a copy from the VTA website: [www.vta.vic.edu.au](http://www.vta.vic.edu.au)

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MPU28/04/09

# Delivering Success in a Contestable Future



**Victorian TAFE Association State Conference**

Thursday 7 and Friday 8 May 2009



# Delivering Success in a Contestable Future



## VTA State Conference

Thursday 7 and Friday 8 May 2009

### > Thursday 7 May

Victoria University Conference Centre  
Level 12, 300 Flinders Street, Melbourne

**4.00pm AGM and Association Council \***  
Craig Robertson  
DEEWR Group Manager Tertiary Skills and Productivity

**6.30pm Welcome cocktails**

**7.00pm Conference Dinner**  
Welcome Address: The Hon Minister Jacinta Allan MP

### > Friday 8 May

Victoria University Conference Centre  
Level 12, 300 Flinders Street, Melbourne

**7.30am Board Chairs' Breakfast**

**7.30am CEOs' Breakfast**

**8.45am Registration**

MC – Kathy Bowlen

**9.15am Welcome Address**

The Hon. Brendan O'Connor MP  
Minister for Employment Participation

**9.40am Keynote Speaker: TAFE – Making Choices**

Gerhard Vorster, Managing Partner, Deloitte

**10.30am Morning tea**

**10.50 – Panel (Chair Kathy Bowlen)**

- 11.40am**
1. Governance and Change  
*Michael O'Sullivan, President, Australian Council of Superannuation Investors*
  2. Overview of HE/VET and intersect in the context of Contestability  
*John Ross, Journalist, Campus Review*
  3. TAFE Prospering in a Contestable Market  
*Bill Scales AO, Higher Education Review Panel & Chancellor Swinburne University*

**11.45am Workshops 1**

1. Bradley Review of Higher Education – Implications for TAFE  
*Andrew Norton, Research Fellow, The Centre for Independent Studies*
2. What do your customers think of TAFE? Research report on community attitudes to Victorian TAFE  
*Sue Loukomitis, Research Director, GPS Research*
3. Maintaining Corporate Responsibility in Challenging Times  
*Tony Beck, Head of Corporate Affairs, Members Equity Bank*
4. Competition and Sustainability  
*Jenny Hunter, Director, Sustainability Works*

**12.30pm Lunch**

**1.30pm Keynote Speaker: Education Investment Fund**

Philip Clark AM, Chair, Education Investment Fund Advisory Board

**2.15pm Workshops 2**

1. What do your customers think of TAFE? Research report on community attitudes to Victorian TAFE  
*Sue Loukomitis, Research Director, GPS Research*
2. Brands that thrive and prosper  
*Brendan Van Maanen, Managing Partner, Onion Communications*
3. Competition and Sustainability  
*Jenny Hunter, Director, Sustainability Works*

**3.00pm Afternoon tea**

**3.15pm Keynote Speaker: Market Design Challenges in the Current Climate**

David Hetherington, Executive Director, Per Capita

**3.45pm Plenary: Facilitated by Kathy Bowlen**

**4.00pm Close / Refreshments**



#### Kathy Bowlen

Kathy Bowlen is one of Victoria's most experienced media performers. A broadcast journalist with over 20 years experience, Kathy has for the past decade presented the ABC's weekend news bulletins, and the State current affairs program, Stateline. Education has featured heavily in Kathy's reporting repertoire over that time. Kathy has worked in the Canberra Press Gallery, the Spring Street Gallery, reported on 7.30 Report, narrated the award winning Labor in Power series, and produced two documentaries. Kathy has interviewed Prime Ministers, Premiers, sports stars and teachers! With a keen interest in education, Kathy is also a member of the governing Council of Swinburne University. Kathy is an experienced moderator and MC.



#### The Hon Brendan O'Connor MP

Brendan O'Connor was first elected to the House of Representatives in 2001 as the Member for Burke. Brendan has served as Deputy Chair of the Public Works Committee and the Employment and Workplace Participation Committee. From January 2006 he chaired Labor's Industrial Relations Taskforce enquiring into the Howard Government's controversial Work Choices legislation. On 10 December 2006, Brendan was appointed Shadow Parliamentary Secretary for Industrial Relations. Following the election of the Rudd Labor Government, Brendan was appointed as Minister for Employment Participation, a position he currently holds.

Prior to entering Parliament, Brendan was a Union official from 1986 to 2001, most recently Assistant National Secretary of the Australian Services Union from 1993 to 2001.



#### Gerhard Vorster

Gerhard is the Managing Partner for Deloitte Consulting in Australia and the Consulting Leader for Deloitte in Asia Pacific. Gerhard also leads the Deloitte innovation program in Australia – both internally and as a service offering. He has published widely on the topic of innovation, often delivers speeches and has participated in a number of innovation forums.

Under Gerhard's overall leadership, the practical side of innovation has been applied in assisting a number of large Australian organisations in institutionalising innovation in their organisations. This includes property management, banking, insurance, engineering, and education. Gerhard is a founding member of the Global Deloitte Innovation initiative.



#### Michael O'Sullivan

Michael O'Sullivan is the President of the Australian Council of Superannuation Investors (ACSI). ACSI provides a proxy voting advisory and engagement service to its members, as well as advocacy for higher governance standards, participation in the public policy debate and co-operation with international governance organisations. ACSI has 42 member funds who represent more than five million beneficiaries and more than AUD\$250 billion in funds under management.

Michael is a member of the Board of Governors of the International Corporate Governance Network, based in London and is currently the Deputy Chairman of CARE Superannuation Fund.

He was a member of the Australian Council of Trade Unions (ACTU), Executive for some 10 years until his retirement from the union in 2004. He had previously been a member of The Victorian Trades Hall Council Executive.



#### John Ross

John Ross is a journalist with Campus Review, Australia's independent national weekly newspaper about tertiary education. Prior to joining Campus Review he worked for many years as a media officer with NSW government agencies. He has also freelanced for publications including The Sydney Morning Herald and The Good Weekend, and as a casual scriptwriter for educational and promotional videos. He has also worked at various times as a musician, English teacher, kitchenhand, landscape labourer and sugar cane chipper.



#### Bill Scales AO, FAICD, FIPAA

Bill Scales is Chancellor at Swinburne University, Chairman of the Port of Melbourne Corporation and a Board Member of the Australian Nuclear Science and Technology Organisation.

In 2008 he was appointed a member of the panel of experts that reviewed Australia's Higher Education Sector for the Australian Government.

Bill was previously Group Managing Director, Regulatory, Corporate and Human Relations, and Chief of Staff at Telstra. Bill has also conducted a number of policy reviews for government and has been a member of many Boards and Councils.

Bill started of his working career as an apprentice fitter and machinist and has a Bachelor of Economics Degree from Monash University.



#### Andrew Norton

Andrew Norton is a Research Fellow at The Centre for Independent Studies. He has written widely on markets in education, most recently 'Fixing prices: why vouchers won't work while governments set fees' (CIS Issue Analysis paper, February 2009) and 'Markets and central planning in meeting labour market needs: lessons from higher education' (forthcoming, National Centre for Vocational Education Research).



#### Sue Loukomitis

Sue Loukomitis is Research Director at GPS Research. Much of her 14 year research career has been largely focused on research supporting communications strategies for clients in the public sector. This has been driven by her passion for psychology, particularly understanding the values and motivators that influence people to make the decisions they do. She has a keen interest in research in the education sector and has undertaken major research projects to inform various communications campaigns of the Victorian State Government's Blueprint for Government Schools as well Pathways. This has entailed research regarding the TAFE sector conducted with students, those employed by the sector as well as the community in general, giving Sue a sound understanding of the issues and challenges facing this sector.



#### Tony Beck

Tony Beck is Head of Corporate Affairs at Members Equity Bank (MEB). The Bank is owned by 43 Industry Superannuation Funds and has a close association with the trade union movement. MEB is a mutual organisation committed to serving the interests of fund and union members.

Tony was previously the National Secretary of the Finance Sector Union of Australia.



\* Agenda and papers will be forwarded to all Board Chairs and CEOs