



Local Government
Professionals
AUSTRALIA SA




THE BRAND OF

HR



**: Perception,
Influence
& Impact**



LG Professionals, SA
HR Network Conference

FRIDAY
13 SEPTEMBER
2019 ADELAIDE
CONVENTION
CENTRE

OVERVIEW

The role of HR is often perceived as being transactional, compliance driven and reactive as managing people is anything but predictable. It is an array of managing difficult conversations, navigating and implementing change in the workplace and putting out fires. What if HR redefined themselves and their brand to be strategic leaders, driving performance and having a strong impact on the bottom line? Would this change the way the executive team perceives HR? This conference is all about re-imagining the role of HR and telling your story.

PROGRAM

8:45 AM REGISTRATIONS

9:15 AM WELCOME & OPENING OF CONFERENCE

9:30 AM

RE-IMAGINING YOUR ROLE



Hannah Brown, *Chief Science Storyteller, South Australia Health and Medical Research Institute (SAHMRI)*

What's in a name? William Shakespeare didn't seem to think that a title defines us, but is it possible that the Human Resources label requires some re-imagination? Would your role be perceived differently by your organisation if your title was 'Culture Creator', 'Success Supporter' or 'Performance Passionate Person'? Would your interaction with staff and employees be different if humans weren't described as resources? Hannah will discuss the power of language, how you can shape the narrative for HR in your organisation, and why your story matters.

10:30 AM

FUTURE-PROOFING HR



Lesley Marchioro, *Manager Human Relations, SA Power Networks*

How can we future-proof our HR strategy for the future? By leveraging what is working for global organisations, Lesley Marchioro from SA Power Networks will delve into how her team are doing things differently to create an operating model that enables the future.

After two years as Manager Digital Strategy and Agile Transformation at SA Power Networks, recently Lesley has spent five months acting as the General Manager of People and Culture and has now been appointed as the Head of Human Relations.

11:00 AM

MORNING TEA

11:30 AM

CASE STUDY: CITY OF MARION LEAD PROGRAM



Steph Roberts, *Manager Human Resources, City of Marion*

The City of Marion's LEAD program was established to develop a sustainable leadership program for emerging and current leaders with high potential. The program, which runs up to 3 years, aims to create an environment where potential is encouraged, resulting in a positive impact on the retention of key staff and supporting critical links to succession planning.

Steph will share what influence the brand of HR had over the success of the program, what it took to get the program over the line with the executive team, and the impact it has had on the organisation overall.

12:00 PM

PANEL Q&A: A SEAT AT THE TABLE

Facilitated by **Peter Bice**, Adelaide Hills Council



CEO PANELLISTS



Adrian Skull
City of Marion



Helen Macdonald
Clare and Gilbert Valleys Council



Andrew Aitken
Adelaide Hills Council

A successful HR program starts with buy-in from the leadership team and succeeds with support from all levels throughout the organisation.

How can HR navigate the challenges that come with having a seat at the executive table?

What are the traits that CEO's value in HR leaders?

How can HR impact bottom line revenue and performance?

Adrian, Helen and Andrew will discuss the type of leadership they believe needs to be demonstrated by HR.

1:00 PM

LUNCH

1:45 PM

WORLD CAFE: REDEFINING HR



Led by the HR Network Committee

This interactive session will explore the trends and challenges our sector is facing. What is the impact of technology on our workforce? What external factors are driving change in our organisations? What is the current political landscape? These questions and more will be explored, leaving attendees with a deeper understanding of the current HR landscape and strategies to navigate current and future challenges and opportunities.

World Cafés are a simple, effective and flexible format for hosting large group discussion.

For further information you can visit www.theworldcafe.com

3:00 PM

EMPATHY IS TOMORROW'S SUPERPOWER



Nicola Lipscombe, HeartWise Leader

How much do you genuinely and deeply grasp what others are going through?
Are your emotional responses working for you, or against you?

Empathy empowers you to see what others don't. To hear what others miss ... or dismiss. Empathy is an aspect of Emotional Intelligence (EQ) that makes it possible to connect and bring people on board from very different experiences, backgrounds, beliefs and opinions. How you show up and respond in the moment not only supports or undermines people, it can create and destroy brands in a heart beat.

Nicola will share and present a case for Empathy as a Superpower, empowering HR Leaders to be more effective in understanding and influencing the very heart of their organisation—its people.



4:00 PM

CLOSE

4:15 PM

NETWORKING DRINKS



REGISTRATION

REGISTER ONLINE

WWW.LGPROFESSIONALSSA.ORG.AU

REGISTRATIONS CLOSE
FRIDAY 6 SEPTEMBER 2019

For assistance, please contact **08 8291 7994**
or connect@lgprofessionalssa.org.au

WHO SHOULD ATTEND?

- CEOs
- General Managers / Directors
- HR / People & Culture / Organisational Development and Learning & Development Staff

BENEFITS OF ATTENDING THIS CONFERENCE

- Learn strategies to re-imagine and re-brand HR
- Enhanced skills in communicating your story to the organisation
- Deeper connections to colleagues and peers for advice and support
- Expanded knowledge of the current HR landscape in Local Government

INVESTMENT

Regional Member Rate* \$200 + GST = \$220

LG Professionals, SA Member \$400 + GST = \$440

Non-Member \$500 + GST = \$550

Registration at our events and programs are open to Local Government Professionals Australia, SA members, council employees, employees of regional subsidiaries and Local Government Professionals Australia, SA invited guests.

*Please note: the Regional Member Rate is limited to the first ten Regional Member registrations paid in full.

BECOME A MEMBER

Become a member today to qualify for the member rates above. You could save \$110 on this event. Join online at www.lgprofessionalssa.org.au/join



CANCELLATION POLICY

Whilst LG Professionals, SA is sympathetic to the inevitability of changing circumstances, LG Professionals, SA incurs costs for each cancelled registration. It is for this reason that the following cancellation policy applies:

- If a registration is cancelled 2 weeks prior to the event, the fee of that registration will be refunded.
- Cancellations received between 2 weeks and 1 day prior to the event will be subject to a 50% cancellation fee, representing costs charged by the venue for confirmed numbers.
- Cancellations received on the day of the event will incur a 100% cancellation fee.

Note: Substitutions are a welcome alternative and in this instance no fees will be charged. Requests for refunds MUST be made in writing to the CEO and will be honoured only if they have been confirmed in writing by the CEO.

CHANGES TO EVENTS

LG Professionals, SA reserves the right to change a speaker and/or agenda details at any time throughout the marketing life-cycle of an event or program. We will do everything within our control to minimise the risks of changes to any event or program and will always endeavour to deliver the content that is advertised. In the case of a change occurring in the lead up to an event, where time permits, we will notify all registrants within a timely manner.

PHOTO PERMISSION

By registering for this LG Professionals, SA event you accept the possibility that your photograph may be taken and the image used or shared by LG Professionals, SA for promotional or educational purposes. If you do not agree to this use please email a request to not be photographed to connect@lgprofessionalssa.org.au.