

# Australasian Business Continuity Summit 2011

Sofitel Sydney Wentworth Hotel 8 - 10 June 2011

## SPECIAL GROUP OFFER

Register two delegates  
from your organisation to  
attend the Summit and  
bring the third delegate

**FREE**

## Summit Highlights:

- > The Summit is the principal annual business continuity conference in Australia and New Zealand
- > The Summit is the only business continuity conference in Australia with a program developed by subject matter experts
- > Presentations from over 20 expert speakers from diverse public and private sector organisations including Suncorp, Qantas, the ABC, Australian and New Zealand Federal Government agencies and the Universities of Canterbury and New South Wales
- > Experience multiple case studies presentations on recent events such as the Qantas A380 incident, the BP Oil spill, the Queensland Floods and the Christchurch earthquakes
- > Participate in interactive Mini-workshops covering Running a Scenario Exercise or Effective Business Impact Analysis
- > Attend Workshops covering Organisational Resilience (full day) or Managing the Media in a Crisis (half day)
- > The Summit program combines diverse presenters and topical subjects to address contemporary issues of concern to practitioners of business continuity and related disciplines

For more information please contact:

T + 61 2 9415 4180 F + 61 2 9411 8585

E [web@continuity.net.au](mailto:web@continuity.net.au)

VISIT [www.continuity.net.au](http://www.continuity.net.au) [www.thebci.org.au](http://www.thebci.org.au)

Thank you to our sponsor

**clearview**  
[clearview-continuity.com](http://clearview-continuity.com)

Media Partner

**RISK**  
MANAGEMENT

**Managing the Media in a Crisis Workshop (half day)**  
9.00am – 12.30pm

Every crisis is unique but no matter what industry you are in how the media report the crisis follows a predictable pattern. Forewarned is forearmed, so this practical and interactive workshop drills down into best practice in responding to media in a crisis.

Bring your crisis communication plan to life and learn the principles of dealing with the media when a crisis hits – the questions journalists ask, the information they need and techniques of highly successful crisis spokespeople.

The workshop includes practical tools and frameworks showcased in dvd case studies including the Queensland Floods, BP Oil spill and the Qantas A380 engine failure.

*You will learn:*

- > What really drives the media in a crisis
- > The stages of a crisis and how the media report each stage
- > Planning for each stage of a crisis
- > Crisis spokesperson techniques
- > Tactics and techniques for handling hostile questions
- > How to maintain integrity in the firing line and how to expect the unexpected
- > When and how to deliver a compelling apology

**About the presenter**



**Geoffrey Stackhouse,**  
Managing Director,  
**Clarity Solutions**

**Geoffrey Stackhouse** is the managing director of Clarity Solutions, a specialist media training company working equipping executives with the skills and techniques they need to face the media spotlight.

He is a seasoned journalist with more than 25 years experience. Geoffrey reported on Corporate Australia in publications like BRW, Company Director, The Sydney Morning Herald and many others.

His practical and strategic approach to media has been honed by experience in internal corporate and public affairs roles with leading Banks and Financial institutions. He has also worked at Director level for Hill and Knowlton and other consulting firms.

Geoffrey works across Australia and throughout the region delivering media and crisis training, to leading Corporates as well as Federal and State Governments.

**Organisational Resilience Workshop (full day)**  
9.00am – 5.00pm

No organisation can predict precisely the disruptive challenges it might encounter. Organisations need to be flexible and able to adapt to major changes in their operating context or environment, not only to survive but, potentially, to thrive. The term 'resilience' is used increasingly to describe how organisations can continue to meet their key organisational objectives when faced by major disruptive challenges and events.

Resilience is not simply a plan, or a checklist. The capacity of resilience is found in an organisation's culture, attitudes and values.

In creating appropriate knowledge, culture, attitudes and values, an organisation builds its capacity to survive the turbulence created by low frequency and high consequence risks.

*This one day interactive Organisational Resilience workshop will provide participants with an awareness and understanding of:*

- > Current concepts in organisational resilience research and practice
- > The key properties that support resilient organisations
- > Case studies that demonstrate the qualities of resilient organisations
- > Practical resilience tools and techniques

**About the presenter**



**Peter Brouggy,**  
Project Manager,  
**Banking and Finance Infrastructure**  
**Assurance Advisory Group**

**Peter Brouggy** has worked within the IT industry for the past 30 years and held senior management positions for the Australian Mutual Provident Society (AMP) and the Australian Stock Exchange (ASX).

For the past four years Peter has been employed by the Banking and Finance Infrastructure Assurance Advisory Group (BFAG) as a Project Manager.

In his capacity as BFAG Project Manager, Peter's focus is on crisis management and business continuity related activities across the Australian banking and finance sector.

His duties have included developing and coordinating several sector wide desktop discussion exercises including a rolling six week pandemic exercise, developing a banking and finance sector resilience assessment and developing a sector wide crisis communications plan.

# Australasian Business Continuity Summit 2011

*The Australasian Business Continuity Summit 2011 is the principal annual business continuity conference in Australia and New Zealand. The Summit combines two conference days, Wednesday 8th and Thursday 9th June, followed by Workshops on Friday 10th June. The Summit is jointly organised by the Business Continuity Institute Australasian Chapter and Continuity Forum.*

The Summit is planned by subject matter experts to combine diverse presenters and topical subjects into a program that addresses contemporary issues for practitioner of business continuity and related disciplines.

*Key themes to be covered at the 2011 Summit include:*

- > Case studies of organisations disrupted by recent natural disasters in Christchurch and Queensland
- > How Qantas responded to a serious incident affecting its A380 fleet
- > Seeing an incident through the eyes of the media to help your organisation protect its reputation
- > Updates on Organisational Resilience from academics and practitioners
- > Experiences on the practical application of business continuity software applications by end users
- > Implementing business continuity practices in organisations during a time of significant change
- > How emerging technologies are affecting business continuity
- > Practical workshops demonstrating how to conduct effective Scenario Exercises or Business Impact Analysis



**Continuity Forum** is an active network of organisations that share an interest in seeing that their business continuity and disaster

recovery plans are resilient and continually reviewed. Our mission is "sharing knowledge, experience and promoting best practice in business continuity and disaster recovery planning". Among other things, we hold networking events in all the main cities Australia and in New Zealand.

We have over 180 member organisations including government departments and blue-chip companies in the banking, transport, utilities, health care, telecommunications and retail industries.

Benefits of Continuity Forum membership include Member & Specialist Meetings, Conferences & Training, Resources, Surveys and Benchmarking and Member Support.

Become a member today and save! For more information email [manager@continuity.net.au](mailto:manager@continuity.net.au), call +61 2 9415 4180 or go to [www.continuity.net.au](http://www.continuity.net.au)

The Australasian Business Continuity Summit provides the best opportunity in the region for learning and networking with experts and practitioners in business continuity, crisis management, resilience, crisis communications, emergency response, IT disaster management, risk management and the organisations which supply and service these disciplines.

## **Who should attend?**

*Executives, Managers and other professionals with responsibility for*

- > Business Continuity Management
- > Crisis or Incident Management
- > Organisation Resilience
- > Risk and Compliance Management
- > Security and Emergency Management
- > Organisation communication and reputation management
- > Business analysis and planning
- > IT Service Continuity Management
- > Operational Audit

## **Networking Cocktails**

As a delegate of the Australasian Business Continuity Summit you are invited to attend the networking cocktails after Day One of the conference. This part of the conference will feature a guest speaker from the Australian Broadcasting Corporation (ABC), while delegates enjoy high standard catering courtesy of the Sofitel team.



**The BCI Australasian Chapter** is an approved local Chapter of the Business Continuity Institute (BCI) representing the

local interests of BCI members, and raising business continuity awareness and understanding in Australia and New Zealand.

Globally, the BCI enables more than 5000 individual members in 90 countries to obtain guidance and support from fellow business continuity practitioners.

Professional membership of the BCI provides an internationally recognised status and demonstrates the individual's competence to carry out business continuity management (BCM) to a consistent high standard. Full information on the BCI, membership, and certification can be found at [www.thebci.org](http://www.thebci.org)

The BCI Australasian Chapter operates regional Forums across Australia and New Zealand that run events and activities for the local BCI members and the business continuity community. Details information about the BCI Australasian Chapter can be found at [www.thebci.org.au](http://www.thebci.org.au)

**KEYNOTE PRESENTATION**  
**Suncorp's response to the Brisbane floods**

This presentation will examine:

- > The day to day effects of the recent Brisbane floods on Suncorp's staff and operations
- > The implementation of Suncorp's business continuity and crisis management response plans
- > The lessons learnt from the disaster



**Paul Breen,**  
 Executive Manager,  
 Group Business Continuity Management,  
**SunCorp**

**Business continuity management in the Federal Government's Human Services Portfolio**

This presentation will examine:

- > Integration of three business continuity policies and frameworks into one
- > Integration of three business continuity teams and the associated cultural issues
- > The importance of ensuring business continuity links with emergency and incident management across a large and dispersed organisation

**Jodi Keast,** Director - Business Continuity Management,  
**Human Services Portfolio**

**What do you do when too much business continuity is not nearly enough?**

This presentation will examine:

- > What to do when even with the best resilience that money can buy it is just not enough?
- > Strategies to deal with the threats posed by terrorism, natural disasters and black swan events
- > Executing business continuity while under stress and under attack



**Jim Truscott,**  
 CEO,  
**Truscott - Crisis Leaders**

**Do we need a BIA with today's data centre?**

This presentation will examine:

- > Current and emerging technologies and their effect on business continuity
- > How emerging technologies can reduce recovery objectives and cost
- > How these technical and business issues affect the BIA process



**David Danher,**  
 Principal Consultant,  
**Thomas Duryea Consulting**

**Pragmatism and politics: ComSuper's experience of achieving industry-standard business continuity under intense stakeholder scrutiny**

This presentation will examine:

- > Implementing business continuity in a high-pressure stakeholder and assurance environment
- > Managing cultural issues, governance fatigue, and line area ownership
- > What worked well, and what we learned along the way



**Deslea Selmes,**  
 Assistant Director - Audit & Risk,  
**ComSuper**

**Communicating in crisis**

This presentation will examine:

- > The golden communication rules to follow in a crisis
- > A crisis from the journalists' and the organisations perspective
- > Understanding what the media need in a crisis, to help protect your reputation



**Geoffrey Stackhouse,**  
 Managing Director,  
**Clarity Business Solutions**

**MINI WORKSHOPS**



*The Summit will feature two mini workshops that will run for 90 minutes each. These workshops are scheduled as part of the conference program and will be held on the first day. Delegates have a choice between the two for their attendance and participation at these interactive sessions.*

**Effective Business Impact Analysis**

This interactive session is aimed at BC practitioners who are seeking real life practical examples and details of lessons learnt during the development of a range of complex and challenging BIA projects. Topics covered will include preparation and planning, data collection and reporting. The workshop will focus on an Australian case study company and include an example Excel BIA data collection worksheet to guide discussions.

**Facilitator. Paul Trebilcock,** Director, **JBT Global**

**Running a scenario exercise**

Delegates can participate in a facilitated crisis management exercise to experience the challenges and techniques for developing and delivering a successful exercise in their own organisations. This interactive mini-workshop provides an entertaining and practical demonstration of a sample scenario exercise. It explains methods for planning, conducting and debriefing an exercise, to achieve an effective learning outcome.

**Facilitator. Dan Ruming,** Director, **Fulcrum Risk Services**

**SPONSOR PRESENTATION**  
**BCM Software – stress or success?**

**Ian Crabb,**  
 Business Continuity Specialist,  
**ClearView Continuity**



ClearView recognises the fast-growing use of Mobile Devices and the important role they play in managing activity from remote locations. ClearView BCM software has been developed so that plans and key information can be accessed and managed through mobile devices in support of core communications processes.

With this in mind, we are delighted to offer the recently launched 3G iPad 2 as a draw prize at the Australasian Business Continuity Summit. The iPad has quickly become one of the most desirable and accessed devices for a whole range of applications and the recently launched ultra-slim iPad 2 with 3G Internet access plus wi-fi capability, an impressive 64Mb memory and access to a vast array of functions, is a 'must have' device for executives on the move.

The draw will be made on the second day of the Summit. Entry is by business card drop at our stand or you can pre-register for the draw through our web site at [www.clearview-continuity.com/ipad](http://www.clearview-continuity.com/ipad)

MINIWORKSHOPS

SPONSOR

**KEYNOTE PRESENTATION**

**Psychological impacts of environmental disasters on mental health**

This presentation will examine:

- > What effects do multi-layered hazards and adverse environmental events have on mental health and well being
- > How these events affect the capacity of individuals to function effectively in their roles and responsibilities
- > Key ideas to achieve preparedness, organisational engagement and human capacity for resilience in the face of threats



**Beverley Raphael,**  
Professor Population Mental Health and Disasters,  
**University of Western Sydney**

**KEYNOTE PRESENTATION**

**Stakeholder engagement for resilience**

This presentation will examine:

- > Why resilience related programs often struggle to gain buy-in from key stakeholders in modern corporate environments
- > Approaches to achieving the necessary stakeholder engagement to ensure their success
- > The affect of different risk cultures on stakeholder engagement and risk management



**Robert Kay,**  
Co-Founder,  
**Incept Labs**

**4 September 2010 Canterbury 7.1 magnitude quake: A case study on impacts and resilience responses**

This presentation will examine:

- > The extent of damage to businesses in Canterbury region
- > The impact on some significant sectors of the economy
- > An assessment of regional recovery to date



**Dr John Vargo,** Senior Researcher and Co-leader  
Resilient Organisations Research Programme,  
Department of Accounting and Information Systems,  
**University of Canterbury**

**Managing adverse responses of employees in extreme situations**

This presentation will examine:

- > The diverse and adverse employee reactions to severe crisis situations
- > How emotional responses can affect the organisational and emergency response
- > How to identify and manage these reactions to minimise disruption/damage to personnel and the organisation



**Shane Barker,**  
Principal Consultant,  
**Leadership and Safety Frontiers**

**PANEL DISCUSSIONS**

Delegates will have the opportunity to hear from a range of industry experts on the topics of **BCM Systems: A Users Perspective** and **The Future of BCM**. The panel discussions are designed as an open discussion forum and its purpose is to provide delegates with a platform to ask questions and raise concerns about the particular topic. These sessions will be held towards the end of day.

PANEL

**The QF32 incident & A380 grounding – Nov 2010**

This presentation will examine:

- > Lessons learnt from the incident
- > Qantas approach to media management
- > Utilising a flexible crisis response framework



**Kathy Dube,**  
Group Business Continuity Manager,  
**Qantas Airways**

**Organisational resilience in the Australian context**

This presentation will examine:

- > Changes to the form, scale and impact of threats facing organisations in Australia today
- > The long term resilience challenges such as global warming and the increasing fragility and expectations of today's society
- > The general principles and requirements of organisational resilience



**Glenn Varona,**  
Policy Analyst and Researcher,  
**Torrens Resilience Institute**

**Putting the beam back into BCM**

This presentation will examine:

- > Is BCM a 'calling' for practitioners? Is it evangelical?
- > Is BCM 'losing its way' as a profession? Is 'lip service' dominating?
- > Does BCM need to 'reinvent' itself? How can it stay relevant to management?



**Alex Serrano,**  
Senior Manager - Advisory,  
**Ernst & Young**

**A Case Study: The Inland Revenue Department's response to the Canterbury earthquakes**

This presentation will examine:

- > The impact of the Christchurch earthquakes on IRD, and the organisational response
- > Discuss how IRD's business continuity planning aided recovery; and
- > Highlight the lessons learnt and how they've been put into practice



**Glen Redstall,**  
Portfolio Manager -  
Business Continuity Emergency Management,  
**Inland Revenue Department New Zealand**

**Things I needed to know before the 2011 Queensland flood**

This presentation will examine:

- > The importance of raising the level of threat awareness amongst key decision
- > What do external authorities expect your organisation to do before, during and after a major event
- > The need for strong communication techniques, when the wider community is affected



**Andrew Darby,**  
Business Continuity Manager,  
**QSuper**

# Australasian Business Continuity Summit 2011

## REGISTRATION FORM

**Summit:** 8 - 9 June 2011 **Post Summit Workshops:** 10 June 2011

Managing the Media in a Crisis Workshop (half day) Organisational Resilience Workshop (full day)

**Venue:** Sofitel Sydney Wentworth Hotel 61-101 Phillip Street, Sydney NSW 2000

### VENUE:

Sofitel Sydney Wentworth Hotel  
61-101 Phillip Street, Sydney NSW 2000  
Tel: +61 2 9228 9188 Fax: +61 2 9228 9133  
www.sofitelsydney.com.au

### ACCOMMODATION:

Please contact the hotel directly on +61 2 9228 9188.

### PARKING:

Limited car parking is available at the Hotel for a fee of \$45.00 per day. Car parking for non-residential delegates cannot be guaranteed. (Prices are subject to change without notice).

### YOUR REGISTRATION FEE INCLUDES:

Full catering, USB flash drive with presentation papers and networking cocktails.

### REFUNDS & CANCELLATIONS:

A full refund minus \$110 (incl. GST) administration fee will be provided for all cancellations received in writing two weeks prior to the event. A 50% refund will be provided for all cancellations received in writing one week prior to the event. No refunds will be made within one week of the event. Substitutions within organisations can be made up to two days prior to the event.

### PROGRAMME AMENDMENTS:

Although every effort will be made to keep content as represented, Continuity Forum Pty Ltd reserves the right to make any necessary changes to the programme.

### CONTINUITY FORUM GUARANTEE:

If you are not satisfied that this event has been a good investment, tell us in writing within one week after the event and we will refund your registration fee. All prices indicated include GST. Tax invoice will be supplied. Continuity Forum Pty Ltd ABN 66 110 423 268.

### ENQUIRIES:

Call Continuity Forum Pty Ltd for more information (02) 9415 4180, or visit [www.continuity.net.au](http://www.continuity.net.au)

### PRIVACY STATEMENT:

The information provided on this registration form will be used to: process payment, create a name tag, publish in a participants list for this event and used in mailing lists for future Continuity Forum events and workshops. Please email [manager@continuity.net.au](mailto:manager@continuity.net.au) if you do not want your information published in the participants list or added to our mailing list.

### NEW ZEALAND DELEGATES:

We have a New Zealand Bank account, please contact us for details.

*\*Please note that payment by American Express or Diners Club cards incur a 4% surcharge.*

## 4 EASY WAYS TO RESERVE YOUR PLACE!

- > **Phone:** +61 2 9415 4180
- > **Fax:** +61 2 9411 8585
- > **Email:** [web@continuity.net.au](mailto:web@continuity.net.au)
- > **Mail:** Continuity Forum Pty Ltd PO Box 810, Artarmon NSW 1570

### Summit and Workshop prices Member rate only applies to individuals/organisations that are members of Continuity Forum and/or the BCI

	Early Bird	Member	Non Member	Standard	Member	Non Member
<b>A</b> Summit: 2 Days		\$2,240	\$3,035		\$2,635	\$3,570
<b>B</b> Workshop: Full Day		\$1,233	\$1,700		\$1,450	\$2,000
<b>C</b> Summit: 2 Days and Workshop: Full Day		\$2,941	\$4,010		\$3,268	\$4,456
<b>D</b> Workshop: 1/2 Day		\$842	\$1,105		\$990	\$1,300
<b>E</b> Summit: 2 Days and Workshop: 1/2 Day		\$2,610	\$3,506		\$2,900	\$3,896

### Sponsorship opportunities

If you are interested in sponsoring or exhibiting at this event, please contact Linda Nguyen on +61 9415 4180 or [manager@continuity.net.au](mailto:manager@continuity.net.au)

### EARLY BIRD OFFER

Register for the Summit or Workshops before Friday 6 May to take advantage of the Early Bird rate

### SPECIAL GROUP OFFER

Register two delegates from your organisation to attend the Summit and bring the third delegate

**FREE**



Title	Name	Position	BCI Member Number	A\$
1				
2				
3				

I/We wish to attend  A  B  C  D  E  Networking Cocktails

**TOTAL A\$**

Organisation Continuity Forum Member  Yes  No

Postal Address Town/Suburb State/Country Postcode

Phone ( ) Fax ( ) Email

I wish to pay by  cheque payable to Continuity Forum or  Visa  MasterCard  Bankcard  Amex\*  Diners\*  EFTPOS to Continuity Forum  
Commonwealth Bank  
BSB: 062 104 A/C: 1012 1206

Card No.

Name of Cardholder Expiry Date / Signature

Please post to Continuity Forum Pty Ltd, PO Box 810, Artarmon NSW, Australia 1570  
Phone reservations to +61 2 9415 4180 or fax to +61 2 9411 8585 or email [web@continuity.net.au](mailto:web@continuity.net.au)