2013 RCSA INTERNATIONAL CONFERENCE

The Leadership

edge

BUILDING A COMPETITIVE ADVANTAGE IN A CHANGING WORLD

WEDNESDAY, 28 AUGUST – FRIDAY, 30 AUGUST 2013
SHERATON MIRAGE RESORT & SPA, GOLD COAST, QUEENSLAND
The Leadership Edge
Building a Competitive Advantage in a Changing World

How do you build and sustain superior leadership and performance? And how do you transform yourself into the kind of leader your business needs to maintain a competitive advantage?

Your team members are looking for inspiration and fulfillment – and a guide as to how they can lead too. You might have the theory, but how do you put it into practice? Key areas for discussion at the 2013 RCSA Conference will be around resilient leadership and having the ability to create and seize opportunities; how to develop winning organisations that can drive rapid creativity and how to develop the best tools to become more resilient, such as effective risk management. There is now a greater need for clear and decisive leadership to help businesses adapt to the “Changing World”.

Great leadership makes a difference to how a business performs – this conference will provide you and your key staff with the leadership tools and resources to allow your organisation to take that next step.

“With unprecedented uncertainty and change over the last few years, there has never been a greater need for clear and decisive leadership – so that the business can seize opportunities and adapt quickly to changing circumstances”.

Billy Sweetman, Partner with PwC South-East Practice Ireland
A Selection of Keynote Speakers

Bob Anderson is a visionary and thought leader. He is the founder and CEO of The Leadership Circle, LLC. Bob is the creator and author of The Leadership Circle Profile, an integrated and innovative leadership development system being used by companies worldwide. The Leadership Circle Profile is being heralded as a genuine breakthrough in the field of leadership development, and Bob’s leading-edge research has put him at the forefront of the leadership development conversation worldwide.

Irina Shamaeva is a Partner and the Chief Sourcer at Brain Gain Recruiting, an executive search firm that specialises in placing senior software development and management consulting candidates nationwide. In addition to full cycle recruiting, Irina does sourcing projects across numerous industries and geographies. She is an expert and an authority in people sourcing, i.e. finding professional information about people on the internet. She shares techniques that she invents, while hands-on sourcing, in blogs and in presentations.

Cameron Judson is CEO and Managing Director of Chandler Macleod Group, leading the organisation across its global network. Prior to his promotion to Chief Executive Officer, Cameron was Chandler Macleod’s Chief Operating Officer, holding responsibility for all the service lines within Australia, including Workforce, Recruitment, Consulting, Managed Services and Aurion. In addition, he had responsibility for a number of support functions including payroll, billing and credit.

Laurel Papworth was named in 2012 by Forbes magazine in the Top 50 Social Media Influencers globally, and Marketing Magazine named her “Head of Industry, Social Media”. Author of Social Media Revenue, Laurel has consulted globally including with Singapore Government and Middle East Broadcasting, and in Australia, with Westpac, Sony, local, state and federal government.

Best-selling author, performance coach and writer, John Peters came to the world’s attention in January 1991, when his bruised and battered face flashed onto television screens around the world. It was his disfigured image that became a potent symbol of Saddam Hussein’s ruthless aggression. His dramatic and sometimes harrowing experiences reach deep into our innermost minds, showing us how we can overcome even our worst fears and nightmares. His war was not all as he expected – it became a seven-week ordeal of torture and interrogation testing John Peters to the absolute limit and bringing him close to death.

Dr Adam Fraser is a human performance researcher and consultant who studies how organisations adopt a high performance culture to thrive in this challenging and evolving business landscape. While other speakers talk about research, he does the research, partnering with various universities through Asia Pacific. He is at the forefront of how neuroscience and positive psychology can be used to improve work place performance.

Robert has held various senior Executive roles in the Pharmaceutical and Recruitment industries and characterises his leadership approach as enthusiastic and inclusive. Robert attributes his forthright and passionate approach to continuous improvement as a key foundation for his career successes. He completed a Diploma of Business at Swinburne University followed by a Graduate Diploma in Logistics at Monash University.

An attorney by trade from USC Law School, Richard left the practice of law to share his communication breakthroughs with presidents, prime ministers, political candidates, CEOs and CFOs of Fortune 500 companies, attorneys, judges, actors, and marketing professionals among others in over 25 countries. The work includes message development, media training, speech writing, and speech coaching. The work also extends to helping clients overcome the fear of public speaking, a service he provided to Princess Diana and continues to provide to major politicians, business leaders and professional speakers today.
Location

Gold Coast
In 2013, RCSA will welcome you to the Gold Coast, which boasts one of the longest strips of pristine beach in the world. It is surrounded by lush hinterland ranges, and enjoys a diverse range of activities that are equalled by few other places. We invite you to join us and discover the 40 championship golf courses, 100,000 hectares of national parks and reserves plus World Heritage listed rainforests. Queensland is fairly special since this is where two World Heritage areas meet (The Daintree Rainforest and the Great Barrier Reef). The Gold Coast also abounds with restaurants, cafes and bars, theme parks, and Queensland’s largest shopping centre. The Gold Coast airport offers great flexibility and easy access to the conference. For more information on things to do and see in Broadbeach and the Gold Coast, please visit www.visitgoldcoast.com.

Venue
Sheraton Mirage Resort & Spa Gold Coast
71 Seaworld Drive
Main Beach Qld 4217 Australia
Ph. + 61 7 5591 0875
www.sheraton.com/goldcoast

As the Gold Coast’s only five star beachfront resort, we invite you to experience the newly refurbished Sheraton Mirage Resort & Spa. Set amongst 3.4 hectares of sparkling lagoons and tropical gardens, the new look Sheraton includes 295 refurbished rooms and suites, accommodation corridors, lobby, reception, guest lifts, porte cochere, pool area landscaping, Terraces Restaurant and Pearls Bar. Sheraton Mirage caters to a variety of tastes through its award winning restaurants and bars, resort pool, gym, day spa and tennis courts. Sheraton Mirage Resort & Spa is conveniently located towards the northern end of the Gold Coast, within 5 minutes drive of Surfers Paradise and just minutes away from an array of dining and shopping precincts. It is located 40 mins north of the Gold Coast airport and 1 hour drive south from Brisbane Airport (domestic and international flights).
How to get there

Coolangatta Airport

Gold Coast Tourist Shuttle
Fee: Adults $21.00 per person
     Children 4-13 years $11.00 per person
Travel: 90 minutes
Contact: 1300 655 655 (Reservation Required)
About: This is not a direct service and will stop at other hotels along the journey which can increase travel time. Pre-booking is not required for arrivals from the airport to the hotel, but is required 24 hours prior to departure from the hotel.

Private Limousine Transfer
Fee: Sedan Limousine (1-4 people) $82.00
     BMW Limousine (1-3 people) $102.00
     Stretch Limousine (1-6 people) $122.00
Available: 24 hours
Travel: 45 minutes
Contact: +61 7 5577 0000 (Reservation Required)
About: Please contact the hotel concierge with your flight information in advance to arrange private transfers.

Brisbane International Airport

Taxi
Fee: Sedan (1-4 people) from $200.00
     Maxi-taxi (1-10 people) from $249.00
Available: 24 hours
Travel: 75 minutes

Airport Shuttle Bus
Fee: Adults $43.00 per person
     Children 4-13 years $20.00 per person
Travel: 90 minutes
Contact: 1300 664 700 (Reservation Required)
About: This is not a direct service and will stop at other hotels along the journey which can increase travel time. Pre-booking is not required for arrivals from the airport to the hotel, but is required 24 hours prior to departure from the hotel.

Private Transfers
Fee: Sedan Limousine (1-4 people) $215.00
     BMW Limousine (1-3 people) $257.00
     Stretch Limousine (1-6 people) $322.00
Available: 24 hours
Travel: 90 minutes
Contact: +61 7 5591 1488 (Reservation Required)
About: Private transfers do require pre-booking. Please contact hotel concierge with your flight information.

Public Transportation
Available: 24 hours
Travel: 90 minutes
About: Public trains depart Brisbane Domestic & International terminals every 30 minutes to the Gold Coast. Please catch the APRX (Airport to Robina Express), disembark at Helensvale Station and proceed to the bus terminal. Catch bus #715 and disembark at Marina Mirage, in Main Beach. Please cross the road via the sky bridge and you have arrived at the hotel.

By Rental Car
Avis Rent-A-Car, phone: +61 7 5539 9388
Thrifty Car Rental, phone: +61 7 5570 9999
Pre/Post Conference Tours & Events

**Golf Challenge**

Sponsored by News Australia Ltd

- **Date:** Wednesday, 28 August 2013
- **Time:** 8.00am Registration
  8.15am Bus departure from Sheraton Mirage Resort & Spa
  9.00am Shotgun tee off

Presentation of awards at the conclusion of the day
- **Venue:** RACV Royal Pines Resort, Gold Coast
- **Cost:** $85.00pp (incl. of 18 holes and shared buggy)

The RCSA Annual Conference Golf Challenge 2013 will be held at RACV Royal Pines Resort, Gold Coast. Set a short distance from the white sandy beaches of Surfers Paradise and at the heart of the region’s sand belt, this champion golf course is midway between the sparkling coastline and the lush beauty of the hinterland rainforests.

With a 27 hole composite golf course and state-of-the-art driving range, RACV Royal Pines Resort offers the best in world-class golfing for both the amateur and serious golfer.

The course is ranked in the top 60 public courses in Australia. Last year RACV Royal Pines Resort was voted as one of the ‘Top Five Best Australian Golf Resorts’ by Luxury and Style, ‘Top 20 Driving Ranges in Australia’ by Golf Australia.

* You may supply your own clubs at no additional fee or you can also hire Callaway X22 golf clubs and Adidas golf shoes on the day.

**Sea World**

- **Date:** Wednesday, 28 August 2013 OR Saturday, 31 August 2013
- **Time:** Gates open
  9.30am – 10.00am Rides open
- **Venue:** Sea World, Main Beach, Gold Coast
- **Cost:** $42.00pp

All RCSA delegates are invited to join in the fun at Sea World on the Gold Coast at the special price of $42.00 per person (usually $82.99). Sea World is a marine mammal park, oceanarium, and theme park and provides something for all ages - rides, animal exhibits and other attractions, and promotes conservation through education and through the rescue and rehabilitation of sick, injured or orphaned wildlife.

**Masterclass with Richard Green**

- **Date:** Wednesday, 28 August 2013
- **Time:** 3.30pm – 5.00pm
- **Venue:** Lagoon Room, Sheraton Mirage Resort & Spa
- **Cost:** $295.00pp

The “Science of Charisma”: The 7 Secrets of Public Speaking with “Make-Over” Demonstrations - Every participant’s communication and presentation skills ("body language", word usage and voice tone) are diagnosed, videotaped ... and dramatically improved. By simply adjusting a few words, the tone of voice or some tiny aspects of their body language, Richard, with the help of the audience, turns scared, mediocre speakers into dynamic, charismatic personalities within five to ten minutes, maximum.

**World Heritage Tour**

- **Date:** Saturday, 31 August 2013
- **Time:** 8.45am – 5.00pm
- **Cost:** $99.00 (adults) and $74.00 (children) ex Gold Coast

Put on your walking shoes and enjoy rare butterflies, crystal clear waterfalls, creeping rainforest vines and ancient trees at multimillion dollar eco-attraction, Skywalk. An outstanding day out, you will see indigenous birds, insects and the freshwater fish aquarium at the interpretive centre and cafe. Tour travels via Tamborine Mountain’s pretty retail precinct, Gallery Walk. Bring your camera to snap Canyon Falls Lookout and breathtaking Purlingbrook Falls.

The tour includes:
- Return coach transfers
- National park fees
- Entry to Rainforest Skywalk
- Visit to Gallery Walk, Mount Tamborine

**Whale Watching Tour**

- **Date:** Saturday, 31 August 2013
- **Time:** 8.00am – 11.30am
- **Cost:** $89.00 (adults) and $49.00 (children aged 4-13)

Tallship Island Adventures are proud to offer the first Whale Watching & Island Adventure experience on the Gold Coast. The half day tour includes:
- Morning tea, and coffee on board
- Informative commentary from our experienced marine biologist
- Educational whale documentaries played onboard the vessel
- Excellent vantage points for spotting, whales, dolphins, turtles & birdlife
- Spectacular sights of the Surfers Paradise city skyline.
Networking Activities

The RCSA social program will be a time for delegates to catch up with old friends and meet new ones in a relaxed atmosphere, away from the hustle and bustle of the technical sessions.

Welcome Reception

Sponsored by Recruitment Systems

Date: Wednesday, 28 August 2013
Time: 5.30pm – 7.30pm
Venue: Poolside Lawn, Sheraton Mirage Resort & Spa
Cost: Included in full delegate registration fees
       One day delegates and guests: $125.00 per person
Dress: Casual

The Welcome Reception will be a great opportunity for all delegates to meet and greet. It’s time to start networking while enjoying drinks and gourmet food. Come and unwind by the beautiful pool at the Sheraton Mirage, Gold Coast, set on Main Beach with stunning undisturbed views of the ocean.

Gala Dinner

Sponsored by RecruitmentSuper

Date: Thursday, 29 August 2013
Time: 6.30pm Bus departure, Sheraton Mirage Resort & Spa
       7.00pm – 11.30pm Dinner Event
Venue: Warner Bros. Movie World
Cost: Included in full delegate registration fees
       One day delegates and guests: $210.00 per person
Dress: Cocktail - dress for spills and thrills

Lights! Camera! Action!

Lights, camera, action! Warner Bros. Movie World truly is Hollywood on the Gold Coast, bursting with a stellar cast of screen legends, and fun rides ready to make this dinner an award winner. Be transported into the magical world of the movies with big screen stars and huge thrills at the 2013 RCSA Gala Dinner.
Networking Activities

Farewell Party

Sponsored by OAMPS

Date: Friday, 30 August 2013
Time: 6.00pm Bus departure,
      Sheraton Mirage Resort & Spa
      6.30pm – 8.30pm Cocktail Event
Venue: SkyPoint Observation Deck
Cost: Included in full delegate registration fees
      One day delegates and guests: $125.00 per person
Dress: Casual

After two full days of conferencing, the Farewell Party is a time to reflect on the time shared with industry colleagues. Come and join us for a drink at SkyPoint, located on top of the iconic Q1 Building. One of the world’s tallest residential towers takes you to the highest point above the Gold Coast and offers spectacular 360 degree views from the surf to the hinterland and beyond.
Accommodation

The Sheraton Mirage Resort & Spa Gold Coast offers 295 spacious, newly-refurbished guest rooms and suites, featuring garden, lagoon, or ocean views.

Mirage Resort rooms are available on all floors and afford views of the spectacular tropical surroundings. These spacious rooms feature king or queen/double beds, a relaxing sitting area and a large marble bathroom. Credit card details are required to secure your booking. These details will be passed on to the hotel and payment needs to be settled upon departure.

If you would like to extend your stay outside the conference dates, please contact the 2013 RCSA Conference Secretariat so that they can check availability with the hotel. Check in: 1500 hours, check out: 1100 hours.

**Room Type/Rates**

**MIRAGE RESORT ROOMS - $255.00 PER ROOM PER NIGHT**
Accommodation based on SINGLE occupancy on a nightly per room basis. Full buffet breakfast for one (1) in Terraces Restaurant included. Undercover self parking.

**MIRAGE RESORT ROOMS - $270.00 PER ROOM PER NIGHT**
Accommodation based on DOUBLE or TWIN occupancy on a nightly per room basis. Full buffet breakfast for two (2) in Terraces Restaurant included. Undercover self parking.

**Please note:**
- Only bookings through the 2013 RCSA Conference Secretariat will obtain these rates
- To secure your accommodation booking, credit card details are required
- Rates are correct at time of printing and subject to availability at time of booking
- All alterations and cancellations to accommodation bookings must be made in writing to the 2013 RCSA Conference Secretariat. Cancellation fees are at the resort’s discretion
- All guests are to settle their individual room accounts upon departure directly with the hotel
- All major credit cards are accepted. When settling your account at the hotel/resort with a credit card, please note that a credit card transaction fee may be charged
- Rates given are per room per night and include GST.

**Cancellation Fees:**
Cancellation within 30 days (including no shows): Guests will be required to pay 100% of the total accommodation charges.

Early departure: Refunds will not be applicable for guests wanting to depart early – total night’s stay will be billed as per the rooming list.

**Additional Accommodation Options (available upon request only)**
Please contact the 2013 RCSA Conference Secretariat for availability of the following:

**SPA STUDIO ROOMS – $355.00 PER ROOM PER NIGHT**
Available with king or queen/double beds, provide an abundance of space and luxurious amenities. The expansive marble bathroom is distinguished by a soothing spa bath.

**OCEAN PREMIUM ROOMS – $405.00 PER ROOM PER NIGHT**
Located on the second and third floors. Open the wide, panoramic windows to be greeted by the refreshing sea breeze.

**OCEAN SUITES – $655.00 PER ROOM PER NIGHT**
Available on all floors and featuring resort or ocean views. With open-plan living and dining areas, they are luxuriously appointed with lavish designer décor and plush amenities.

**PACIFIC MIRAGE VILLAS**
Located on the northern side of the resort and feature private access, parking, and a swimming pool. These two-bedroom villas boast individual décor, fully-appointed kitchens, laundry facilities, private dining areas, and balconies with garden or ocean views. Villa guests enjoy access to all of the upscale facilities and 24-hour services of the resort. Select villas have recently been refurbished.

- Villa - Room only – $580.00 per room per night
  + breakfast for 4 guests – $650.00 per night.
Registration

All conference registration fees include GST.

**RCSA Conference Full Delegate**

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**RCSA Conference One Day Delegate**

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**Registration Entitlements**

**Full delegates**
- Entry to Thursday and Friday sessions
- Welcome Reception on Wednesday night
- Gala Dinner on Thursday night
- Farewell Party on Friday night
- Morning/Afternoon teas and lunches during the conference
- Satchel
- Final program

**One day delegates**
- Entry to sessions on that day
- Morning/Afternoon teas and lunch on that day
- Satchel
- Final program

One day delegates are invited to join the Welcome Reception, Gala Dinner and the Farewell Party but are required to pay the extra tickets fee ($125.00 for the Welcome Reception, $210.00 for the Gala Dinner and $125.00 for the Farewell Party).

**Multiple Registration Discounts**

Enjoy a discount when registering 3 or more people in one transaction! (For FULL conference registration fees only)

- Register 3–5 people – 20% discount
- Register 6–10 people – 25% discount
- Register 11+ people – 30% discount

**How to Register**


Credit cards accepted are MasterCard, AMEX & Visa (please note Diners is NOT accepted).

**Acknowledgement**

Registrations will be acknowledged via email with confirmation of your requirements according to your registration, together with a tax invoice receipt. Bookings will only be confirmed when payment is received.

**Cancellation Policy**

Cancellations must be notified in writing to the 2013 RCSA International Conference Secretariat at rcsa@theassociationspecialists.com.au.

- By 15 June 2013 - full registration fees will be refunded
- Between 16 June 2013 to 30 July 2013 – 50% cancellation fee will apply to registration fees paid
- After 30 July 2013 - no refund on monies paid.

However, you may transfer your registration to another person, at no additional cost, if you are unable to attend.

Please note that any accommodation cancellations within 30 days of arrival will incur a 100% cancellation fee of total accommodation charges.

**Goods and Services Tax (GST)**

Prices quoted throughout this document are inclusive of GST.

**Conference Secretariat**

For all enquiries please contact:

**2013 RCSA International Conference**

C/- The Association Specialists Pty Ltd

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