Australian Competition Policy Summit 2015, a platform where government and industry can engage and action strategic regulatory risk management and compliance.

KEY SPEAKERS INCLUDE:

- Dan Lloyd  
  Chief Strategy Officer and Corporate Affairs Director  
  Vodafone

- Brad Kitschke  
  Director of Public Policy, Uber

- Su McCluskey  
  CEO, Regional Australia Institute

- Annabelle Herd  
  Director of Corporate and Regulatory Affairs  
  Network Ten

- Rod Sims  
  Chairman, ACCC

- Martha Martinez Licetti  
  Global Lead Competition Policy, The World Bank

- Peter Strong  
  CEO, Council for Small Business Australia

- David Epstein  
  Vice President Corporate & Regulatory Affairs, Optus

- Michael Cooley  
  Public Policy & Govt. Relations Counsel, Google

- Hon. Victor Dominello  
  Minister for Innovation & Better Regulation

KEY THEMES TO BE ADDRESSED:

- Identifying the misuse of market power
- Evaluating the guiding principles towards human services, Government activities and consumer choice
- Identifying the value of the digital economy and its contribution to the economy
- Capitalising on digital transformation to improve revenue, increase market share and promote competition
- Assessing impacts of digital transformation and evaluating whether regulation is appropriate
- Understanding and navigating the new market to stay competitive
2015 SPEAKER LINE-UP
INCLUDE:

Matthew Lobb
GM Industry Strategy and Public Policy
Vodafone

Sarah Agar
Policy and Campaigns Advisor
CHOICE

Brad Kitschke
Director of Public Policy Australia & NZ
Uber

Geoff Gwilym
Executive Director
Victorian Automobile Chamber of Commerce

David Vinsen
Chief Executive Officer
Australian Imported Motor Vehicle Industry Association

Iain Little
Deputy Executive Director Regulatory
Telstra

Rod Sims
Chairman
ACCC

Charles Coorey
Senior Lawyer
Gilbert + Tobin

Su McCluskey
Member
Harper Review Panel

Anatoly Kirievsky
Director, Head of Compliance
Bank of America

Dan Lloyd
Chief Strategy Officer and Corporate Affairs Director
Merrill Lynch

Ned Moorfield
Chief Executive Officer and Co-Founder
goCatch

Tony Webber
Chief Executive
Federal Chamber of Automotive Industries

Dr Ric Simes
Partner
Deloitte Access Economics

Lena Vanmali
Lawyer
Gilbert + Tobin

David Epstein
Vice President Corporate & Regulatory Affairs
Optus

Martin Laverty
Chief Executive Officer
Royal Flying Doctor Service

Fiona Krawczyk
Marketing Manager
Haigh’s Chocolates

Matt Levey
Director of Campaigns and Communications
CHOICE

Ayela Thilo
Head of Government, Policy and Regulatory Affairs
Bupa Australia

Tim Fung
Co-Founder and CEO
Airtasker

Georgia Carrington
Creative Director
Jimmy Possum

Peter Waters
Partner
Gilbert + Tobin

Hon. Victor Dominello MP
Minister for Innovation & Better Regulation

Peter Strong
Chief Executive Officer
Council for Small Business of Australia

John O’Mahony
Partner, Financial Advisory
Deloitte Access Economics

Annabelle Herd
Director of Corporate and Regulatory Affairs
Network Ten

Dr Ken Baker
Chief Executive Officer
National Disability Service

Peter Harris
Chairman
Productivity Commission

Professor Frederick G Hilmer AO

Michael Cooley
Public Policy & Government Relations Counsel, Australia & NZ
Google

Sam Nickless
Chief Operating Officer
Gilbert + Tobin

Martha Martinez Licetti
Global Lead Competition Policy
The World Bank

Graciela Miralles
Competition Specialist
The World Bank

John Lee
IP Partner
Gilbert + Tobin
Dear Colleague,

New entrants and technologies in the Australian economy are transforming the way markets operate and how consumers engage in the marketplace. Deloitte Access Economics reported in March of this year that Australia’s digital economy was valued at $79 billion, or 5.1% of GDP and has grown by 50% since 2011. It was also estimated that Australia’s digital economy could be worth $139 billion by 2020.

In a sea of uncertainty and a changing economic landscape, government and industry need to decide whether to be proactive and embrace pro-competitive practices or battle an inevitable tide against technologic transformation and an evolving population.

With this in mind, IQPC is pleased to bring you Australian Competition Policy Summit 2015, a platform where government and industry can engage and action strategic regulatory risk management and compliance. ACPS 2015 will focus on the key issues:

- Determining the misuse of market power
- Evaluating the guiding principles towards human services, Government activities and consumer choice
- Identifying the value of the (new) digital economy and its contribution to the economy
- Capitalising on digital transformation to improve revenue, increase market share and promote competition
- Assessing impacts of digital transformation and evaluating whether regulation is appropriate
- Understanding and navigating the new market to stay competitive

Join us in Sydney this September to explore the opportunities and benefits that Australian Competition Policy Summit 2015 has to offer. I look forward to meet you there.

Kind regards,

Erika Aligno
Conference Producer

WHY YOU SHOULD ATTEND AUSTRALIAN COMPETITION POLICY SUMMIT 2015:

- 35 Expert Speakers
- 13 Interactive Panel Discussions
- 6 Keynote Presentations
- 2 Debates
- International Case Study Comparisons
- Presentations from Panelists of the Harper Review Panel
- Interactive Q&A session and interview with 3 key competition specialists facilitated by Professor Hilmer AO
- Key Takeaway and Wrap Up Sessions to Conclude Each Day

WHO WILL YOU MEET AT AUSTRALIAN COMPETITION POLICY SUMMIT 2015?

- Chief Executive Officers
- General and In-House Legal
- Regulators and Government Officials
- Executives, Directors and Heads of Policy, Government and Corporate Affairs
- Global Competition Specialists

MAKE THE MOST OF YOUR ATTENDANCE AND NETWORKING OPPORTUNITIES BY ENGAGING IN:

- Speed Networking Session
- Networking breaks
- Workshop
- Networking Drinks

About our Sponsors

Deloitte is one of Australia’s leading professional services firms offering audit, tax, consulting, economics and financial advisory services through approximately 6,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit our web site at www.deloitte.com.au

Gilbert + Tobin is a leading corporate law firm with offices in Sydney, Melbourne and Perth. We provide innovative, relevant and commercial legal solutions to major corporate and government clients across Australia and internationally.

Our Competition + Regulation team has earned a reputation for successfully representing clients facing challenging competition law matters. With eight partners, one special counsel and more than 25 lawyers, our team works on some of the most complex transactions, investigations and disputes in Australia.
CONFORCE DAY ONE

Tuesday, 22 September 2015

08:00 REGISTRATION & WELCOME COFFEE

08:30 Opening Keynote Statement from the Conference Chairman, Professor Hilmer AO
Change is constant in the economic landscape. This brings both opportunities as well as challenges. The world and the Australian economy has changed since Professor Hilmer’s review of the 1990’s. Exposure to greater competition throughout the 1980’s and 1990’s helped make the most of economic opportunities as they emerged. It is also forecasted that by 2020, global middle class will increase to 3.2 billion with Asia’s middle class set to triple in size to 1.7 billion. These trends in global populations and growth have also had a direct impact on the Australian economy. In this session, Professor Hilmer will analyse the drivers for change behind the Harper Report and offer his expertise on how to adopt and maintain competitiveness in your operations.

Prof. Frederick G Hilmer AO
Conference Chairman

09:00 Keynote Presentation from Chairman Rod Sims, ACCC
Chairman Rod Sims will provide a keynote address identifying the principles of efficiency, universality and clarity which are fundamental in determining where improvement of competition laws can be made. Further, Chairman Sims will evaluate the challenges and opportunities of integrating competition enforcement, consumer protection and economic regulation into a single agency. In addition to espousing the role of understanding how markets and market practices work to promote competition.
- Analysing principles to determine where competition laws could be improved
- Encouraging a pro-competitive culture to promote competition
- Identifying incentives to boost productivity and create processes and institutions that fosters competition

Rod Sims
Chairman, ACCC

09:30 World Bank Group presented by the Global Lead Competition Policy and Competition Specialist
Martha Martinez Licetti
Global Lead Competition Specialist, The World Bank

10:10 Keynote Presentation from Dr Ric Simes, Partner, Deloitte Access Economics

10:30 SPEED NETWORKING BREAK (20 mins) & COFFEE BREAK (20 mins):
An effective structured interactive session designed to help you expand your network through one-on-one focused conversations

11:20 Keynote Presentation from Hon. Victor Dominello MP, Minister for Innovation and Better Regulation
NSW first Minister for Innovation and Better Regulation. Victor Dominello MP will provide a keynote address identifying NSW Government’s initiatives, direction and regulation towards digital government and better regulation to make it is easier to deal with government.

Hon. Victor Dominello MP,
Minister for Innovation and Better Regulation

11:50 Keynote Presentation from Peter Harris, Chairman, Productivity Commission
Peter Harris
Chairman, Productivity Commission

12:00 COFFEE AND NETWORKING BREAK

Proceed with Caution – Should Parallel Import Restrictions be Removed?
Traditionally, government policy has supported parallel importing, save for certain categories of protected products. In theory, parallel importation increases competition and forces prices down for consumers. The critical question is whether the removal of parallel import restriction will promote or substantially lessen competition? This debate will also consider what impacts the removal of parallel impact restriction will have.
- Cross-comparison of NZ and AUS models:
  - Whether implementing a consumer education will assist the education of consumers? What will the program look like?
  - In the absence of no regulations or enforcement capability, should a regulatory or compliance framework be established?
- How do you promote consumer education and awareness?
- How do you avoid pitfalls in industry wide innovation?

David Vinsen, CEO, Australian Imported Motor Vehicle Industry Association (AMVIA)
Geoff Gwylim, Executive Director, Victorian Automobile Chamber of Commerce
Tony Webber, Chief Executive, Federal Chamber of Automotive Industries
John Lee, IP Partner, Gilbert + Tobin
Panel Chair:
Charles Coorey, Senior Lawyer, Gilbert + Tobin

I. DIFFUSION OF DIGITAL TECHNOLOGIES

1:00 Digital Transformation and Disruption in the Legal Sector
Sam Nickless
Chief Operating Officer, Gilbert + Tobin

Lena Vanmali
Lawyer, Gilbert + Tobin

1:15 LUNCH AND NETWORKING BREAK

2:55 Evaluating the Guiding Principles Towards Human Services, Government Activities and Consumer Choice
In terms of life expectancy, Australia ranks 6th amongst the OECD countries. Since 1990, we have gained an extra 5 years of life and it is expected over the next 40 years, our ageing and growing population will place escalated pressures on the Australian economy. In this panel discussion, experts will come together to evaluate and lead discussion on extending choice and contestability in provision of government services.
- Evaluating the expansion of the CCA to government activity in trade or commerce
- Identifying and encouraging diversity of providers to promote access and quality of services
- Placing user choice at the heart of service delivery to focus and adapt to clear outcomes
- How best to stimulate innovation in service without breaching minimum standards of quality and access

Su McCluskey, CEO, Regional Australia Institute
Dr Ken Baker, CEO, National Disability Services
Dr Martin Laverty, CEO, Royal Flying Doctor Service
3:35 **Identifying the Value of the (New) Digital Economy and its Contribution to Competition in Australia**

Deloitte Access Economics reported in March 2015 in The Connected Continent II, that Australia’s digital economy was valued at $79 billion, or 5.1% of GDP and has grown by 50% since 2011. Deloitte estimated that Australia’s digital economy could be worth $139 billion by 2020. This transformation is being driven by consumer and business adoption of new technologies. In this panel discussion, experts will come together to talk about not only the value of the digital economy and the opportunities that it presents for new and existing businesses, but also to discuss the powerful pro-competitive effect it is having on the Australian business landscape. As part of this discussion they will:

- Discuss what digital transformation means and what it looks like in a business context
- Consider how businesses can move with the rapidly changing Australian digital landscape in order to maintain competitiveness; and
- Analyse how successful business incumbents and new businesses entrants have embraced digital transformation

**Panel Chair:**
John O’Mahony, Partner, Financial Advisory, Deloitte Access Economics

**Panelists:**
- Michael Cooley, Public Policy & Government Relations Counsel, Google
- Fiona Krawczyk, Marketing Manager, Haigh’s Chocolates
- Georgia Carrington, Creative Director, Jimmy Possum

4:15 **COFFEE AND NETWORKING BREAK**

4:45 **Regulatory (Re)Structure – Assessing the Impacts of Introducing a New Access and Pricing Regulator**

If implemented, the creation of a new APR would give rise to further transitional and continuity issues. For e.g. electricity and gas networks would have their third regulator in four price resets. In this panel discussion, experts will come together to evaluate the merits of this proposal and whether or not the creation of the APR will deliver efficient regulatory outcomes and possibly create competitive opportunities. Considerations taken into account and explored by the panel will include:

- What are the practical advantages and disadvantages of the current schemes?
- How can accountability and oversight arrangements be improved to ensure focus on efficient regulatory outcomes?
- What pro-competitive opportunities could a new regulatory approach create?
- What are the alternatives to regulatory changes?

**Panelists:**
- Dan Lloyd, Director of External & Corporate Affairs, Public Policy & Intercarrier, Vodafone
- Ayela Thilo, Head of Government, Policy and Regulatory Affairs, Bupa Australia
- David Epstein, Vice President Corporate and Regulatory Affairs, Optus

5:25 **A Market Based on Merit not Muscle Power**

In 2012, the ACCC penalized Ticketek $2.5 million for engaging in anti-competitive behaviours and current proceedings issued by the ACCC against Visa for misuse of market power is listed for hearing in late August 2015. These cases are a few amongst a number of high profile cases in which the ACCC have commenced proceedings under competition law. This Q&A panel consisting of Peter, Helen and Martin will be examining the conduct engaged by these giant corporations which have or have allegedly engaged in misusing their market power. The panel will offer valuable insights on how to mitigate and avoid engaging in similar conduct. By assessing the conduct carried out by these corporations, you will be better placed to avoid similar practices in your business.

**Panelists:**
- Peter Strong, CEO, Council for Small Business of Australia
- Helen Martin, Director of Regulation, Council for Small Business of Australia
- Martin East, Partner, Financial Advisory, Deloitte Access Economics
Conference Day Two
Wednesday, 23 September 2015

8:30 Registration & Welcome Coffee
9:00 Opening Remarks from Conference Chairman
Professor Frederick Hilmer AO

II. Competition Policy

9:10 Comparison of US, NZ and Asia-Pacific Jurisdictions
Arguably, it is fierce but fair competition that drives lower prices, better value and spurs innovation and investment in new technologies. Many of the Harper recommendations reflect similar approaches already in place in other jurisdictions. In this session, David and Andrew will analyse the pros and cons of similar systems adopted in the US, NZ and Asia with a view to offering better understandings on how best to embrace changes, adopt strategies and take advantage of solutions to stay ahead of the curve.

- Proposed removal of ‘take advantage’ on misuse of substantial market power and how this approach mirrors that in the US and EU.
- Adopting of EU and US trends on consumer access to big data.
- Considering whether existing rules adequately address competition issues in new technologies and emerging markets, particularly e-commerce.
- Striking the right balance between promoting innovation and entrepreneurship.

David Vinsen, CEO, Australian Imported Motor Vehicle Industry Association
Sarah Agar, Policy and Campaigns Advisor, CHOICE

9:50 Developing a Policy Framework for Digital Disruption
New technologies are digitally disrupting the way markets operate and how consumers engage in the market. These innovations are changing economies and markets, and reinventing relationships between organisations, suppliers and customers. Policymakers and regulators are capturing the benefits by ensuring competition policies, laws and institutions do not obstruct its impact yet still preserve safeguards for consumers. The challenge for businesses is how to adapt and rethink their current and future business models to maintain business agility and flexibility.

- How do you manage the regulation of new digital disrupting entrants?
- What would regulation and compliance guidelines look like?
- What will the regulatory framework look like and how should rules makers respond?
- Reconsidering and rethinking operating models to comply with proposed regulations.

Ned Moorfield, CEO & Co-Founder, goCatch
Annabelle Herd, Director of Corporate and Regulatory Affairs, Network Ten
Peter Waters, Partner, Gilbert + Tobin
Panel Chair: Charles Coorey, Senior lawyer, Gilbert + Tobin

10:30 Coffee and Networking Break

11:00 Interactive Q&A Session: Interview with Su McCluskey and Professor Hilmer AO
In this interactive session Conference Chairman, Professor Hilmer AO will facilitate a Q&A session interview with the Harper Review panelist Su McCluskey. Delegates are given the opportunity and are encouraged to engage in Q&A.

III. Competition Laws

11:40 Determining Misuse of Market Power for Companies with Substantial Market Power
The proposed removal of the current ‘take advantage’ limb from the current prohibition on misuse of substantial market power is a major departure from the existing approach. Arguably this approach would take Australia closer to the approaches of the US and the EU. In this roundtable discussion, experts and key stakeholders will come together to dissect the proposed effects test and how companies with substantial market power will have to prove to courts the pre-competitive and anti-competitive impact of their conduct.

- Would it be likely for a business to engage in conduct without a substantial degree of market power?
- Embracing and discussing best practice for your everyday work.

Peter Strong, CEO, Council for Small Business of Australia
Matthew Lobb, GM Industry Strategy and Public Policy, Vodafone

12:20 Disruption in the Taxi Industry, Reviewing Proposed Regulations
In 2011, 491 million smartphones were sold globally. In 2012, 119 million tablets were sold worldwide. This has seen a direct impact on the global taxi industry and while the transport industry is not the only sector subject to disruption, it is a sector that is subjected to intense government regulation. With sharing apps such as Uber, and booking apps such as GoGatch and InGogo fueling opposition from the taxi industry, it is apt that the taxi industry is one of the most vocal opponents of internet-based disruptive business models over the last 12 months, which has led to regulatory and industrial action, and intense lobbying in many countries. In this panel, both the relevant incumbents and entrants will set out a healthy platform of debate for audience to digest ideas, concerns and challenges that affect this burgeoning industry.

- Examining the merits of deregulating the taxi industry to assess competitive value.
- Whether the regulation of disruptors to the market will inhibit innovation or protect existing business models?
- Debating reform of the transport and taxi industry to raise the lid on competition and measure future growth.

Brad Kitschke, Director of Public Policy Australia and New Zealand, Uber

12:50 Lunch and Networking Break

1:50 Understanding and Navigating the New Market to Stay Competitive
The basis of the final Harper report is to help strengthen the Australian economy by boosting productivity, employment and income growth to a future prosperity. In this panel discussion, experts will come together to evaluate the strengths of recommendations in the Harper report, what this will look like in the future and how to navigate a landscape that is sure to be hotly debated and changing before 2015 comes to an end.

- What are the biggest inhibitors that the Australian competition framework faces?
- Where is there scope for improvement?
- What was omitted in the Harper recommendations that should have been addressed?

Su McCluskey, CEO, Regional Australia Institute
David Vinsen, CEO, Australian Imported Motor Vehicle Industry Association
Matthew Lobb, GM Industry Strategy and Public Policy, Vodafone

2:30 Disruption to the Retail Industry: Is Market Power And Dominance Of Leading Supermarket Chains Putting at Risk Robust Competition, Consumer Choice and Retail Diversity?
The entry into the market of new foreign-owned retailers and the emergence of on-line competitors has changed the operating environment for many retailers in Australia. There has been a creeping shift in the grocery landscape, traditionally dominated by Woolworths and Wesfarmers-owned Coles, with relative newcomers, German discounter Aldi and Costco which are starting to make an impact on the incumbents’ market share. A grocery price war has been shaking up the market in the same way it did in the UK.
In this panel discussion, our experts will evaluate the proposed recommendations and how this will affect the supermarket duopoly:
- Identifying and analysing the advantages and disadvantages of the voluntary signing up to the 'New Food and Grocery Code of Conduct'
- How can small businesses have access to a level playing field to grow, invest and create jobs?
- Is the current market based on merit or muscle power?
- How do you identify whether conduct is inconsistent with competitive business?
- Should a set of guidelines or indicia be drafted to identify conduct and ‘red flag’ conduct?
Peter Strong, CEO, Council for Small Business of Australia

3:10 COFFEE AND NETWORKING BREAK

3:40 Risks and Opportunities in the Age of Digital Transformation – Uber, GoCatch and Airtasker
Airtasker shakes up how the labour market is hired, opening up over 1.5 million job applications to the digital customer, and Uber being one of the largest online taxis service without owning a single taxi. In this panel discussion, leading digital disrupters, Uber, GoCatch and Airtasker come together to share their experiences how they have responded, adapted and contributed to competition in Australia.
- Capitalising on digital transformation to improve revenue, increase market share and promote competition
- How you can use technology to your advantage to provide digital customer service
Brad Kitschke, Director of Public Policy Australia and New Zealand, Uber
Ned Moorfield, CEO & Co-Founder, goCatch
Tim Fung, Co-Founder and CEO, Airtasker

4:10 Impacts on the Financial Services Industry: Price Signaling and Concerted Practices – Extending s 45 to Cover Anti-Competitive Disclosure of Information
The concept of a “concerted practice” is not new; both the UK and EU competition law have used this concept for some time. In Europe, anti-competitive information disclosures are prohibited whereby concerted practices are prohibited if they have the purpose or effect of distorting competition. If Parliament adopts recommendations to repeal the current prohibition on price signaling (which currently only applies to the banking sector) will this substantially lessen competition? What effects will expanding ‘concerted practice’ between competitors have on the current and future markets?
These answers, albeit in absence of Government response, will be examined by our panel experts:
- Does the removal of prohibition of public price disclosure help consumer make informed decisions?
- Does the extension of s 45 to cover ‘concerted practice’ have the likely effect of substantially lessening competition?
- What conduct would be captured?
- What effects will the proposed concerted practices have on the economy?
Anatoly Kirievsky
Director, Head of Compliance, Bank of America Merrill Lynchs

4:50 Is Regulation the Best Means to Address Digital Disruption?
One third of the Australian economy faces imminent and substantial disruption by digital technologies. It was reported, by 2015 the Australian digital economy will directly contribute $70 billion to the Australian economy. Additionally, the digital economy is making anti-competitive regulations inoperable. On trend, consumers have been exercising their choice, whereby options are now available to them through “phone apps”. Inevitably, governments and businesses need to decide whether to be proactive and embrace pro-competitive innovation or battle an inevitable tide against technology.
- How is digital disruption affecting you?
- What is your business doing to stay ahead of the curve?
- How can your business adapt and innovate in an environment of digital disruption?
- What would be an effective response to digital disruption?
Brad Kitschke, Director of Public Policy Australia and New Zealand, Uber
Ned Moorfield, CEO & Co-Founder, goCatch
Tim Fung, Co-Founder and CEO, Airtasker

5:30 END OF CONFERENCE DAY TWO
## Register Early & Save!

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<thead>
<tr>
<th>STANDARD PACKAGES</th>
<th>EARLY BIRD *Register &amp; pay by 4 September 2015</th>
<th>STANDARD PRICE</th>
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<tbody>
<tr>
<td>Conference Only</td>
<td>SAVE AUD $100</td>
<td>$3,599 + GST = $3,958.90</td>
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**Earliest bird**

- Register & pay by 4 September 2015
- SAVE AUD $100

**Standard price**

- Conference Only
- $3,599 + GST = $3,958.90

### 2 WAYS TO SAVE!

- **Book early for HUGE EARLY BIRD savings.**
- **Book as a TEAM, save & benefit as a team.**

#### BOARDROOM TEAM PACKAGE*

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  - Morning and afternoon refreshments catered
  - VIP registration & conference room seating
- Availability – 2 only per event
  * (Not available for service providers)  **(No discounts can be applied)

#### WHERE & WHEN?

**WHERE**

- Pullman Quay Grand
  - 61 Macquarie Street, East Circular Quay, Sydney

**WHEN**

- 22 & 23 September 2015

#### ACCOMMODATION

- Pullman Quay Grand is the official hotel for the Australian Competition Policy Summit 2015 event and they have negotiated event rates specifically for attendees of this event.
- To take advantage of these rates, contact the hotel and quote: IQPC or go to www.competition-policy-summit.com.au
- and click on the Venue & Accommodation page for a direct link to rates.

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- **Book as a TEAM, save & benefit as a team.**

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