**CONFERENCE CHAIRPERSON:**
Darlene Winston
Board Member
Telstra SNP
Monitoring, GM
People & Partner
SNP Security

**ROUNDTABLE & PANEL DISCUSSION FACILITATOR:**
Dr Damian West
HR Group Manager,
Victorian Public
Service Commission

**INTERNATIONAL GUEST SPEAKERS:**
Alex Garcia
Director, Test &
Learn Global People
Analytics,
Walmart (USA)

Scott MacSween
Senior HR Business
Partner,
World Vision International
(France)

**WORKFORCE ANALYTICS AND PLANNING:**
Karl Strichow
Director Workforce
Analytics, Australian
Taxation Office

Grant Lepan Walker
Senior Manager
Workforce Analytics,
Monash University

Michael Gillett
Manager Workforce
Analytics, Australia Post

**WHO WILL YOU MEET AT THE EVENT?**
- CHRO
- HR Directors
- HR Business Partners
- Head, Manager – Workforce/
  People Metrics
- Head, Manager – Workforce/
  People Optimisation
- Head, Manager – Workforce/
  People Analytics
- Head, Manager – Workforce/
  People Planning

**DEFINING, TRACKING AND ALIGNING METRICS TO ORGANISATIONAL GOALS AND UTILISING ANALYTICS TO GENERATE INSIGHT**

**WHY YOU SHOULD ATTEND**

- **24 Sessions Including 15 Case Studies** addressing how you align relevant metrics to key business outcomes, and using analytics to generate valuable insights for strategic decision making.

- **2 Workshops** allowing you to:
  1. Create predictive models to plan for an aging workforce
  2. Communicate data to business partners through effective reporting methods

- **3 Interactive Panel Discussions** identifying the key HR metrics to predict, forecast and visualise; how to link metrics to business outcomes; and the key skills HR leaders need in their toolbox to move up the value chain.

- **3 International Keynote Presentations** addressing how to use metrics and analytics to coordinate and mobilise a workforce on a global scale.

- **An Interactive Champagne Roundtable and Problem Solving Discussion** to help you understand critical steps needed to build a foundation that draws insights from data.

**CONFERENCE Dates:** 9 & 10 February 2016
**Workshop Date:** 8 February 2016
**Bayview Eden, Melbourne**

**BOOK NOW!**
Dear Colleague,

In the coming 2 years, 95% of senior HR leaders indicated that their function plans to increase investment in HR data and analytics. Companies that use metrics and data to improve overall business goals, outperform their competition 58% of the time and by margins of up to 200%.

In light of this, senior HR executives lead the call to quantify HR metrics and track how they support business initiatives and inform strategic decision making.

With this in mind, IQPC are pleased to announce the launch of HR Metrics & Analytics for Strategic Decision Making 2016, a platform where industry can come together to better understand how to define, track and align metrics to organisational goals and utilise analytics to generate insight.

The following key themes and issues will be addressed:

- Identifying key HR metrics to predict, forecast and visualize
- Aligning metrics to key business outcomes and goals
- Using analytics to tell a story that generates intelligent insights for your organisation
- Determining relevant data to identify a single source of truth
- Leveraging metrics to determine costs and impact of workforce to an organisation
- Key skills a HR business partner should have in their toolbox
- Leveraging dashboards and systems to drive HR strategy and benchmark business performance

We also entertain larger group bookings with further discounts so please do get in contact if you are planning on bringing a large team.

Join me and your peers in Melbourne on 9 & 10 February 2016 to explore the opportunities and benefits that HR Metrics & Analytics for Strategic Decision Making 2016 has to offer. I look forward to meeting you there.

Kind regards,
Erika Aligno
Conference Producer

CONFERENCE SPEAKERS:

- Darlene Winston
  Board Member Telstra SNP Monitoring, GM People & Partner SNP Security (Conference Chairperson)
- Alex Garcia
  Director, Test & Learn Global People Analytics, Walmart (USA)
- Scott MacSween
  Senior HR Business Partner, World Vision International (France)
- Gustavo Canton
  Senior Director of Research, Walmart (USA)
- Vicki Leaver
  Executive Director, Legal Aid NSW
- Michael Gillett
  Manager Workforce Analytics, Australia Post
- Dr Damian West
  HR Group Manager, Victorian Public Service Commission
- Robert Brierley
  Human Resources Director, PACCAR Australia
- Austen Sharp
  Senior Manager, People & Culture, Energy Markets, Origin Energy
- Rosalind Tregurtha
  HR Director, Fairfax Media
- Katherine Oliver
  HR Operations and Analytics Partner, Telstra
- Grant Lepan Walker
  Senior Manager Workforce Analytics, Monash University
- Brett Holmes
  Head of HR Systems, formerly Jemena
- Allyn J Radford
  CEO, DeakinDigital Pty Ltd
- Alice Hoffman
  Senior Workforce Consultant, Corporate, Hunter New England Local Health District
- Belinda Ellem
  HR Service Delivery Manager, People Culture & Safety, Unity Water
- Trent Pawsey
  HR Manager, McCormick
- Aidan Finlay
  Workforce Optimisation Advisor, SunCorp Bank Group

Be More than a name on a business card. Stand out as a sponsor or exhibitor.

HR Metrics & Analytics provides a unique platform which encourages open conversation with professionals and solution-providers. HR Metrics & Analytics for Strategic Decision Making 2016 is a must-attend event for businesses which have a service or solution that would bring benefit to an audience of senior executives leading their organisations and departments.

To find out more about the outstanding sponsorship and exhibition opportunities available at the Summit contact me on +61 2 9229 1050 or sponsorbranding@iqpc.com.au

Tilak Antony
CONFERENCE DAY ONE
Tuesday, 9 February 2016

REGISTRATION & WELCOME COFFEE

OPENING STATEMENT FROM CONFERENCE CHAIRPERSON

Darlene Winston, Board Member Telstra SNP Monitoring, GM People & Partner SNP Security

Legal Aid NSW – Using Surveys, Analytic Profiling and Metrics to Determine Costs of Workforce to an Organisation

The workforce comprises between 60% and 80% of total expenses to an organisation. When looking at the costs of the employee life cycle, it is helpful to analyse the data as a whole as well as by slicing by details. In this session, Vicki will explore key considerations to be taken into account when understanding the impacts of the workforce to an organisation:

- Identifying workforce profile through analytic profiling and internal labour analysis to show areas and gaps of weakness and strengths in workforce
- Building soft skills through training, development and team dynamics
- Using cultural surveys to determine diversity and adversity in organisation and to make effective service management decisions
- Using and applying metrics to make business decision

Vicki Leaver, Executive Director, Legal Aid NSW

International Case Study: How Walmart are Using Data to Support Decision Making

Gustavo Canton, Senior Director of Research, Walmart (USA)

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

HR Analytics: Challenges and the Quest for Simplification

The promises arising from big data and analytics are many and varied. In some areas we see massive gains, yet in others we see a continuing struggle with comparatively few successes and even these may be difficult to replicate. This presentation provides a brief overview of some key trends in the broader ecosystem of Learning and Development related to HR Analytics and then takes a pragmatic approach to some possible solutions and key factors in simplification. Case study approaches will be used as an example of work being undertaken

Allyn J Radford, CEO, DeakinDigital Pty Ltd

Defining Metrics to be Measured to Align and Inform Business Decisions

HR executives investing in more focused metric selection all too often do not see the desired return. In this session, Alice will evaluate how to use evidence effectively in order to inform the organisation and its workforce to make key strategic decisions:

- Turning metrics into meaningful business insights to provide systemic evidence to support decisions
- Collaborating with other departments to understand goals and outcomes
- Identifying gaps in business and using metrics & analytics to plug those gaps

Alice Hoffman, Senior Workforce Planning Consultant, Hunter New England Local Health District

Assuring Workforce Reporting, Metrics and Insightful Analytics Generates Evidence Based Advice to Senior Management

Companies that have utilised and lead the way to using analytics effectively have had a 12% better talent outcomes that the average organisation. In this session, Karl will demonstrate how they have used HR metrics to transform data and create a strategic performance plan:

- Defining and measuring productivity through strategic workforce analytics
- Looking for patterns, trends and relations in data to help individuals see connections and make good decisions
- Taking action with the data and analytics available that benefits the business

Karl Strichow, Director Workforce Analytics, Australian Taxation Office

LUNCH & NETWORKING BREAK

Merging with Telstra and Mitigating Employee Engagement at Only 10% Drop

The merge of Telstra with Australia 3rd largest security company SNP Security, also brought with it a merge of 2 workforces. As with any merge, comes a culture change. In this session, Darlene will reveal the critical measures taken to identify the relevant roles from the 2 companies and mitigate employee dis-engagement. She will share with you how there was only a 10% drop in employee engagement when Telstra and SNP Security merged.

- Steps taken to identify strengths in employee roles and functions
- Pinpointing relevant and parallel roles to understand strengths and weakness
- Identifying company capabilities to harmonise systems and employees

Darlene Winston, Board Member Telstra SNP Monitoring, GM People & Partner SNP Security

Using Metrics to Predict Voluntary Turnover and a Rise in Part Time Employment

At PACCAR, it was identified that 10% of their workforce were 60+ years. This meant they were able to near accurately predict and increase in voluntary turnover. Taking this further, they were able to develop strategies to mitigate loss of company knowledge and keeping their pipeline active by filling vacancies and by promoting and training from within. In this session, Robert will evaluate and share with you how to understand the profile of your workforce in order to drive your company’s performance.

- Reviewing current management and specialist talent capabilities
- Strategies for extending the tenure of your ageing workforce
- Predicting a shift in part time employment
- Looking at the workforce pipeline to pick up from when a generation might leave

Robert Brierley, Human Resources Director, PACCAR Australia

CASE STUDY

Role of Data Mining and Workforce Data in Decision Making

Typically ad hoc reporting has been used, to inform workforce decisions. Companies are expected to increase reliance on workforce analytics over the next 2 years, yet only 40% of companies appear to use data reactively. In this session, Michael will evaluate the role of workforce data in decision making and how this can be utilised more effectively.

- Identify the strengths and weaknesses of the current workforce reporting
- Providing insights into workforce to support workforce planning strategies
- Turning metrics into meaningful business insights to provide systemic evidence to support decisions

Michael Gillett - Manager Workforce Analytics, Australia Post

Payroll System Simplification to Create a Single Source of Truth and Build HR Analytical Capability

For years, finance and sales departments have used data to drive decisions. Now, analytics are beginning to drive decisions about processes and people. A growing number of corporate boards, CEOs, and CHROs understand that by applying data-driven tools to improve decisions about processes and systems, they can improve revenues and profits. As a result, corporate leaders are embracing analytics as essential strategic tool that can directly impact financial results. In this session, Rosalind will outline how they are in the process of reducing their three payrolls to one to enable:

- Identification, simplification and organisation of employee data
- Data-driven HR business partnering to drive commercial outcomes
- Improved use of workforce analytics for business decision-making

Rosalind Tregarthna - R Director, Fairfax Media

Interactive Panel and Champagne Roundtable Discussion

- Key HR Metrics to Predict, Forecast and Visualise

ABOUT OUR SPONSOR

Our vision is to change the relationship between Credentials and work, forever! We have created a new currency for career progression that employers recognise, understand and value.

Why we do it

- We know that all organisations need more granular and flexible ways of describing job roles. This enables them to identify the best candidates for jobs in a world where competition for talent is fierce and accurately identifying and developing the right talent is critical.

How we do it

- We provide a framework to define job capabilities that underpin the use of analytics and intelligence in HR
- Our Credentials are benchmarked against globally recognised academic and industry standards, approved by the Academic Board of Deakin University
- Resulting in the most highly valued data for recruitment, development and strategic planning

Why we do it

- Critical Steps to Build a Foundation that Draws Insights from Data
- Key Skills a HR Business Partner Should have in their Toolbox

In this interactive panel and roundtable discussion, Dr West will facilitate a group of our expert panelists to discuss and share their insights into the following:

- How to effectively use metrics and analytics as a weapon of influence
- Effective ways to use information that can influence outcomes
- Looking for patterns & trends in data to help individuals see connections & make good decisions
- Using analytics tools to apply to future scenarios and to fill gaps
- What are the competencies and skills needed to become a key partner

Audience will also be encouraged to engage with fellow colleagues and panelists in this session. Bubbles and beer will be served during this session to smoothly lead us into our networking drinks and conclude Day One’s activities.

Panel Chair: Dr Damian West - HR Group Manager, Victorian Public Sector Commission

Panelists:

- Scott Macsween - Senior HR Business Partner, World Vision International (France)
- Gustavo Canton - Senior Director of Research, Walmart (USA)
- Katherine Oliver - HR Operations and Analytics Partner, Telstra
- Austen Sharp - Senior Manager, People & Culture, Energy Markets, Origin Energy
- Belinda Ellem - HR Service Delivery Manager, People Culture & Safety, Unity Water

END OF CONFERENCE DAY ONE


Keynote International Presentation and Case Study: Walmart – Leveraging Data to Develop New Insights and Concepts to Test In-Store

Walmart’s workforce consists of more than 1.3 million employees in the United States alone. For such large corporations, strategic agility can be more difficulty to achieve. In this session, find out how Walmart has successfully increased the efficiency of strategic decision making by:

- Effectively leveraging qualitatively and quantitative data to develop new insights and concepts that can be tested in-store
- Enabling your organisation to ‘fail-fast’ to learn how to become better at solving problems
- Adjusting your strategic effectively in order to execute process efficiently

Alex Garcia, Director, Test & Learn Global People Analytics, Walmart (USA)

Data Integrity and Identifying the Single Source of Truth

Of 500 US organisations that were surveyed in a report, 52% of respondent’s said it was unclear who has responsibility for data integrity. In this session, you will learn how to interrogate data to make sure it is valid so that you can use it to make informed and accurate strategic decisions through:

- Identifying the issue
- Effectively performing data validation
- Doing data interrogation to clean up anomalies
- Counting, tracking and presenting past data

Katherine Oliver, HR Operations and Analytics Partner, Telstra

Optimising Talent through Effective Workforce Planning

Business leaders need on-demand access to workforce analytics to provide actionable information and insight. In this session, Trent will evaluate the use of creating a quality of hire metrics and analytics to recruit based on ‘organisational fit.’

- Predicting people performance to identify talent within your organisation
- Performance management as a core pillar of talent management
- Benchmarking existing roles and high performers for comparison
- Analysing patterns and trends in past and current data

Trent Pawsey, HR Manager, McCormick

Influencing Leaders through Data Analysis

Origin Energy has over 1600 employees at Origin Energy and are implementing a new HRS and operating model. Delivering new processes and rolling new systems will bring change. Transactions will occur more frequently through self-direction and management of leaders allowing them greater access to information and greater authority to do things. In this session, Austen will highlight some of the keys aspects of change and the role of the business partner to become less of gatekeeper to focus more on being a strategic partner.

- Keeping track of what’s happening through reporting

Austen Sharp, Senior Manager, People & Culture, Energy Markets, Origin Energy

Plenary Presentation: Asking the Right Questions to Produce a Story that Communicates Value

Insightful metrics and analytics that tell a story is fast becoming the critical decision making aid of choice or, in some case, aspiration. While the basic approach to metrics is simple: establish facts, establish reasons, and predict the future. The complexity of the task depends on asking your organisation the right questions and choosing the right HRMS analytic software to be able to tell a story that generates value to the rest of the organisation. In this session, Brett will dissect the evolution of metrics and how to isolate relevant information from competing and multiple sources of channels so how you can use that information to make informed business decisions.

- Learning how to define the metrics of success
- Learning how to establish targets, including acceptable ranges
- Understanding how to capture data versus using data
- Learning how to create a dashboard, including ‘at a glance’ data with visual indicators

Brett Holmes, Head of HR Systems, formerly Jemena

Keynote International Presentation and Case Study: Coordinating a Global and Mobile Workforce to support Child Wellbeing and Respond to Natural Disasters

Globally, World Vision International has over 45,000 staff spread over 98 countries. As one of largest NGOs in the world, it is necessary that effective workforce decisions are taken to support long term community development program as well as respond to emergency disasters, by filling gaps where unique skills are scarce. In this session, Scott will share with you insights on how they have efficiently drawn upon HR metrics and analytics to mobilize their staff and plug in gaps in their workforce on a global scale.

- HR ‘Our People’ system to link programs and staff on the field to identify critical information
- Capturing information on the field & communicating this to HQ to make informed decisions
- Coordinating mobile staff to move them smoothly from project to project on a global scale
- Using HR management information to support disaster responses and short term staffing needs.
- Harmonizing sources of information received worldwide to generate insight

Scott MacSween, Senior HR Business Partner, World Vision International (France)
CONFERENCE WORKSHOPS
Monday, 8 February 2016

13:00-14:00
Learning How to Communicate and Get Data Across to Business Partners Effectively

Today’s CEO’s are making decisions based on facts and data. Getting information and relevant data across to higher management is critical as the demand for data and information is putting increased pressures on HR departments to provide insights to the C-Suites that is relevant, insightful and easily communicated. In this interactive workshop, Katherine will identify the key effective ways which you can communicate and get the information across to your business partners. What is your organisation’s strategy?

- Understanding how to execute best practices to collect data and calculate metrics
- Understanding how to capture data versus using data
- Knowing how to look for patterns, trends and relations in data to help individuals see connections and make good decisions
- Learning how to effectively communicate insights to business partners

Katherine Oliver, HR Operations and Analytics Partner, Telstra

CONFERENCE DAY TWO
Wednesday, 10 February 2016

Grant Lepan Walker, Senior Manager Workforce Analytics, Monash University

session. Grant will highlight the key issues to consider:
- Asking the right questions in order to identify key pain points of an organisation
- Clearly articulating the insights you want to focus on to your stakeholders
- Crafting an actionable story to drive change

COFFEE & NETWORKING BREAK

Raising the bar with Workforce Planning at Suncorp
Aidan Finlay, Workforce Optimisation Advisor, SunCorp Bank Group

Ensuring your HR Metrics are Linked to Business Outcomes
People related expenses can be 60-80% of total budget expenses. This figure is significant and one that HR teams can influence and positively impact. In this interactive panel discussion, experts will come together to discuss the key ways in which HR can positively impact business outcomes and evaluate the use of HR metrics and how this can be used to prove impact and build credibility within your department:
- Proving impact by collecting, counting, tracking and presenting past data
- How to link HR metrics to business outcomes to build credibility
- Rebranding the HR function as a business-focused and strategic partner
- How can you improve your data mining capabilities

Panel Chair:
Dr Damian West, HR Group Manager, Victorian Public Sector Commission

Panelist:
Scott MacSween, Senior HR Business Partner, World Vision International (France)
Brett Holmes, Head of HR Systems, formerly Jemena
Grant Lepan Walker, Senior Manager Workforce Analytics, Monash University

END OF CONFERENCE DAY TWO
HR METRICS & ANALYTICS
For Strategic Decision Making
9 & 10 February 2016
Bayview Eden, Melbourne

REGISTER Early & Save!

STANDARD PACKAGES

<table>
<thead>
<tr>
<th>Packages</th>
<th>STANDARD PRICE</th>
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<tbody>
<tr>
<td>Conference + 2 Workshops</td>
<td>$4,799 + GST = $5,278.90</td>
</tr>
<tr>
<td>Conference + 1 Workshop</td>
<td>$4,399 + GST = $4,838.90</td>
</tr>
<tr>
<td>Conference Only</td>
<td>$3,699 + GST = $4,068.90</td>
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TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Take advantage of one of these special rates:

- Register a team of 2 to the conference at the same time from the same company and receive a 15% discount
- Register a team of 3 to the conference at the same time from the same company and receive a 20% discount
- Register a team of 4 or more to the conference at the same time from the same company and receive a 25% discount
- Register a team of 10 or more to the conference at the same time from the same company and receive a 30% discount
- Ask about multi-event discounts. Call +61 2 9229 1004 for more details

Please note: Only one discount applies

WHERE & WHEN?

UWHERE
Bayview Eden
6 Queens Road, Melbourne VIC 3000
03 9250 2222
www.bayviewhotels.com

UWHEN?
Conference Dates: 9 & 10 February 2016
Workshop Date: 8 February 2016

ACCOMMODATION

The Bayview Eden, Melbourne is the official hotel for the HR Metrics & Analytics for Strategic Decision Making 2016 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.hrmetricsandanalytics.com.au and click on the Venue & Accommodation page for a direct link to rates.

BOARDROOM TEAM PACKAGE*

- Convert team learning into practical business strategy
- An exclusive private meeting & networking space
- VIP registration, conference seating and networking support.

You receive:
- Exclusive full-day use of a private room within the conference venue
- Networking support & facilitated introductions from the IQPC team throughout the event
- Morning and afternoon refreshments catered
- VIP registration & conference room seating

Availability - 2 only per event
*Not available for service providers

NOTE: PAYMENT IS DUE WITHIN 7 DAYS FROM REGISTRATION TO SECURE YOUR PLACE. Registrations received without payment or a Government PO will incur a processing fee of $599+GST = $618.50 per registration. Payment prior to the conference is mandatory for attendance. Payment includes lunches, refreshments, a copy of conference presentations via FTP website or workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken and processed. This card will be refunded once alternate payment has been received.

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Any information provided by you in registering for this conference is being collected by IQPC and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about IQPC events and services. By supplying your email address and mobile telephone number you are agreeing to IQPC contacting you by these means to provide you further information about IQPC products and services. From time to time IQPC may share information from our database with other professional organisations (including our event sponsors) to promote similar products and services. Please tick the box below if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please contact IQPC’s Data Integrity Maintenance Department, Level 6, 25 Bligh Street, SYDNEY NSW 2000. Alternatively, email database@iqpc.com.au, call 02 9229 1028 or fax 02 9223 2622.

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