

The 4th Public Sector Procurement Forum

The role of public sector procurement in difficult times

Australian Technology Park, Sydney
28-29 July 2009



Featuring Keynote Address from
The Hon Lindsay Tanner MP
Minister of Finance & Deregulation

CIPS Australia



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A message from The Hon. Lindsay Tanner MP

In today's tough economic climate, there is absolutely no room for waste or inefficiencies in government expenditure. At a time when government revenue has been drastically reduced, it is more important than ever that Australian citizens receive the best value for every dollar spent.

Quality public sector procurement is vital in achieving this. The opportunities that procurement processes provide in terms of achieving greater operational efficiencies are recognised by this Government, as is the important work being undertaken by federal public sector procurement officers to deliver on these objectives.

Last year, I released a revised set of Commonwealth Procurement Guidelines (CPGs) that are in line with the Rudd Government's agenda to deliver savings and efficiencies. An important component of these Guidelines is the inclusion of a framework for the co-ordination of government procurement contracts.

While the public sector's decentralised system of financial management has many benefits, it does run the risk that the Australian Government may not be fully leveraging its substantial purchasing power to achieve value for money in procurement.

Scoping studies indicate the potential savings that co-ordinated procurement offers the Australian Government are substantial. We are already well underway in developing co-ordinated procurement contracting arrangements in the area of travel services, and my department is currently assessing whether greater value for money can be achieved by combining government agencies purchasing power in other areas as well.

The revised CPGs also emphasise the importance we are placing on ethically and legally responsible procurement. The revised CPGs require that contractors disclose who they are subcontracting work to and that those subcontractors comply with all relevant laws.

While the core principles of efficiency, effectiveness and ethical behaviour will continue to drive our procurement of goods and services, the Rudd Government is also committed to encouraging competition in the procurement market. I am encouraged that our policy is working by the fact that in 2007-08 small and medium sized enterprises were awarded around \$9 billion in procurement contracts, which represents more than one third of the Government's total procurement expenditure.

This forum is a great opportunity for those involved in public sector procurement to discuss the ideas and initiatives that will drive further savings and efficiencies in the procurement of goods and services.

I look forward to taking part in those discussions with you,

Lindsay Tanner
Minister for Finance and Deregulation



Public Sector Procurement – its vital role in the current climate

Government procurement is firmly in the spotlight, with an even more important role than usual to play in the current economic climate. As a result, it is now more significant than ever that public sector procurement professionals are fully conversant with the latest thinking in terms of both the strategic and tactical application of their profession.

We are delighted to confirm that The Hon Lindsay Tanner MP, Minister of Finance & Deregulation, will deliver the keynote address on day one, focussing on “The challenge facing public procurement”, while the official welcome will be provided by The Hon Carmel Tebbutt MP, Deputy Premier, Minister for Climate Change and the Environment, Minister for Commerce, NSW.

In addition to a high-level, strategic plenary programme, we have 18 practical seminars for delegates to choose from over the two days. The seminar programme has been designed to provide procurement practitioners from all levels of government with real, practical learnings that can immediately make a difference, while the plenary programme explores more strategic issues.

After three years in Canberra, The Public Sector Procurement Forum has been relocated to the Australian Technology Park Conference Centre in Sydney.

The move to Sydney is designed to engage more fully the State and Local Government constituencies, while retaining the support of the Federal procurement community, for whom special transportation arrangements will be made.

I trust you find the programme compelling and look forward to seeing you in Sydney.

The Conference continues to be endorsed by the Department of Finance and Deregulation and the APCC (The Australian Procurement & Construction Council), with the addition this year of The Dept of Commerce NSW and The NZ Ministry for Economic Development,

Jonathan Dutton FCIPS
Managing Director
CIPS Australia and New Zealand



4th Public Sector Procurement Forum

Day 1 Plenary Programme – 28th July

Time	Session	Speaker
8.30 – 9.30am	Registration	
9.30 – 9.45am	Introductory remarks and welcome from CIPSA	Jonathan Dutton <i>FCIPS Managing Director CIPS Australia and New Zealand</i>
9.45 – 9.50am	Welcome from APCC	Jane Montgomery Hribar <i>CEO APCC</i>
9.50 – 10.40am	Seminar Stream 1	
10.40 – 11.10am	Refreshments	
11.10 – 11.30am	Official opening	The Hon Carmel Tebbutt MP <i>Deputy Premier Minister for Climate Change and the Environment Minister for Commerce, NSW</i>
11.30 – 12.00pm	Selling the value of procurement	Dennis O'Keefe <i>DDG NSW Dept of Commerce – Procurement</i>
12.00 – 12.10pm	Break to allow change-over of seminar rooms	
12.10pm – 1.00pm	Seminar Stream 2	
1.00 – 2.00pm	Buffet Lunch	
2.00 – 2.30pm	Keynote Speech: The challenge facing public procurement	The Hon Lindsay Tanner MP <i>Minister of Finance & Deregulation</i>
2.30 – 2.40pm	Break to allow change-over of seminar rooms	
2.40 – 3.35pm	Seminar Stream 3	
3.35 – 4.05pm	Refreshments	
4.05 – 4.40pm	From Average to Excellent – the Procurement improvement process at Qantas <ul style="list-style-type: none"> ■ Why was performance average? ■ Why change? ■ The three-year journey 	Tony White MCIPS <i>Strategic Procurement Manager Leighton Contractors & recently CPO Qantas</i>
4.40 – 5.15pm	CASE STUDY: NSW RailCorp: re-inventing procurement <ul style="list-style-type: none"> ■ Transforming procurement to deliver a best in class procurement capability that identifies, sources and realises real value on a sustainable basis. ■ Why RailCorp set about this transformation ■ What outcomes are expected from it and how they are being achieved? 	Kevin McCafferty <i>GM Strategic Procurement and Supply NSW Railcorp</i>
5.15 – 5.30pm	Procurement reform in Papua New Guinea – the journey so far <ul style="list-style-type: none"> ■ Standardisation ■ Partnering with CIPS ■ Bilateral Support 	Brian Kimmins <i>Chairman Central Supply & Tenders Board PNG</i>
5.30 – 5.35pm	Closing remarks	Jonathan Dutton <i>FCIPS Managing Director CIPS Australia and New Zealand</i>
5.35 – 6.35pm	Cocktail Function	
6.35pm	Buses leave to take delegates to preferred hotels in City	

4th Public Sector Procurement Forum

Day 1 Seminars – 28th July

Seminar Stream 1: 9.50 – 10.40am	
<p>1A: Save between up to 25% on project costs by utilising a new strategic construction procurement/ planning methodology</p> <ul style="list-style-type: none"> ■ The process used to realise performance gains, using industry experts' planning and market knowledge, procurement skills/expertise and economies of scale buying power. ■ Application of the Strategic Planning Management System. ■ Case studies of actual implementations of the model. 	<p>Andrew Bannink and Greg Wright <i>Directors</i> Arcturus Innovative Procurement Solutions</p>
<p>1B: The CMA perspective given to NSW's public accounts inquiry into sustainable procurement – 2009</p> <ul style="list-style-type: none"> ■ The connection between natural resources and procurement. ■ Using actual purchasing power to achieve intangible improvements in the natural environment. ■ Why was the tendering process considered as the top environmental outcome of Sydney's Green Olympics? ■ Why has the procurement profession languished behind the construction and environment professions since the Olympics? ■ Use of government procurement to systematically achieve sustainability criteria in public tenders. 	<p>Suzanne Little <i>Board Member</i> The Sydney Metropolitan Catchment Management Authority</p>
<p>1C: Credit crunch – the call for public procurement to lead the way</p> <ul style="list-style-type: none"> ■ How Australia's public sector management of procurement can play a key role in ensuring the country emerges strongly from the economic downturn. ■ Why a new public procurement paradigm is needed. ■ Why vendor management may need to take precedence over strategic sourcing. ■ What new approaches and skill sets are required. ■ Includes public sector case studies from around the world that underline the opportunities available & seek to inspire Australia's public sector procurement professionals to lead the way! 	<p>Jim McGuire <i>Partner</i> Supply Transformation</p>
Seminar Stream 2: 12.10 – 1.00pm	
<p>2A: Emergency services procurement – the tension between 'value for money' and 'getting the job done'</p> <ul style="list-style-type: none"> ■ Value for money assumes that you know what you want, and when and where you want it. ■ You never know when or where an emergency will occur. ■ How do we reconcile the value for money imperative and emergency services procurement? 	<p>Roger Warr <i>Executive Director</i> PSI Asia Pacific Pty Ltd</p>
<p>2B: Strategic procurement in tactical times</p> <ul style="list-style-type: none"> ■ Impact and challenges on procurement and organisations in current economic environment. ■ The need to balance being overly tactical with changes in the balance of negotiation power. ■ Taking the opportunity to work more closely and collaboratively with suppliers to address immediate needs as well as to develop longer term strategic relationships. 	<p>Brendan Comas <i>Portland Group</i></p>
<p>2C: The procurement challenges facing local government today</p> <ul style="list-style-type: none"> ■ Centralised versus decentralised purchasing. ■ A maze of purchasing choices. ■ Legislation requirements – "the threshold". ■ ICAC – not just a regulatory body. ■ The tender process – the documents. 	<p>Margret Gregory <i>Business Manager</i> Local Government Procurement</p>
Seminar Stream 3: 2.45 – 3.35pm	
<p>3A: Contract performance management frameworks – contemporary developments</p> <ul style="list-style-type: none"> ■ Traditional frameworks and why they tend to fail? ■ Contemporary developments – reward and measurement structures how have these changed? ■ Where to in the future as markets develop and mature? 	<p>Antony McCloy <i>Principal Consultant</i> Landell Consulting</p>
<p>3B: Category management in local government. Migrating from a department-focused procurement structure to a category-based structure is easier said than done!</p> <ul style="list-style-type: none"> ■ Reviewing the spend portfolio. ■ Allocating broad category groups. ■ Scaling the job roles. ■ Building a business case for category management. 	<p>Paul Rogers <i>FCIPS</i> <i>Practice Manager</i> PMMS Consulting Group</p>
<p>2C: Customer experience matters</p> <p>Learn how to leverage customer feedback to</p> <ul style="list-style-type: none"> ■ Increase competition and value. ■ Improve vendor performance. ■ Learn how the NSW Department of Commerce is leverage customer experience in it's latest panel contracts. 	<p>Jason Bradshaw <i>Senior Vendor Manager</i> NSW Department of Commerce</p>

4th Public Sector Procurement Forum

Day 2 Plenary Programme – 29th July

Time	Session	Speaker
8.00 – 8.30am	Registration	
8.30 – 8.40am	Introductory remarks	Jonathan Dutton <i>FCIPS Managing Director, CIPS Australia and New Zealand</i>
8.40 – 9.15am	Commonwealth Procurement – value-based and outcome-focussed	John Grant <i>First Assistant Secretary Procurement Division Department of Finance and Deregulation</i>
9.15 – 9.45am	The business case for skills development	John Tondut <i>MCIPS Chair APCC Skills Ctee & Executive Director (Building Management & Works) – Dept of Treasury & Finance WA</i>
9.45 – 10.25am	Q & A Panel session This is your opportunity to ask questions and draw on the experience of leading procurement practitioners from both the public and private sector. Questions from the floor will be encouraged. Facilitator: Jonathan Dutton FCIPS, Managing Director, CIPS Australia and New Zealand	Panellists: John Grant <i>First Assistant Secretary Procurement Division Department of Finance and Deregulation;</i> John Tondut <i>MCIPS Chair APCC Skills Ctee & Executive Director (Building Management & Works) – Dept of Treasury & Finance WA;</i> Tony White <i>MCIPS Fmr CPO, Qantas</i>
10.25 – 10.55am	Refreshments	
10.55 – 11.40am	Seminar Stream 4	
11.40 – 11.45am	5 minute break to allow seminar room change-over	
11.45 – 12.30pm	Seminar Stream 5	
12.30 – 1.45pm	Lunch – seated Kindly sponsored by Comensura	
1.45 – 2.30pm	Seminar Stream 6	
2.30 – 2.50pm	Refreshments	
2.50 – 3.20pm	Spotting collusion among tenderers <ul style="list-style-type: none"> ■ Understanding the various types of bid rigging. ■ The warning signs of possible bid rigging. ■ What procurement officers can do to detect and deter collusive behaviour. 	Commissioner Sarah Court <i>Australian Competition & Consumer Commission</i>
3.20 – 3.50pm	CASE STUDY: eGovernment Leading Practice: the eProcurement Scotl@nd success story <ul style="list-style-type: none"> ■ How one shared service procurement solution is meeting the needs of the Scottish government. ■ Accommodating individual department needs in whole-of-government sourcing. ■ Doing more with less: decreasing cost and increasing efficiency. 	Jane Harley <i>Partner CAP Gemini</i>
3.50 – 4.00pm	Closing remarks	Jonathan Dutton <i>FCIPS Managing Director CIPS Australia and New Zealand</i>
4.15pm	Buses depart for Canberra and Airport	

4th Public Sector Procurement Forum

Day 2 Seminars – 29th July

Seminar Stream 4: 10.55 – 11.40am	
<p>4A: Managing the demand first, supply second</p> <ul style="list-style-type: none"> ■ DIRECTS case study – optimising costs against essential features & benefits. ■ INDIRECTS case studies – minimising supply range and stakeholder emotions. ■ Costing lost opportunities as well as real savings. 	<p>Stephen Rowe <i>FCIPS</i> <i>Chief Procurement Officer</i> <i>Parmalat Australia</i></p>
<p>4B: Collaboration for market intelligence and performance improvement</p> <p>Utilising two case studies, this seminar will examine:</p> <ul style="list-style-type: none"> ■ How to approach collaboration. ■ What to collaborate on. ■ What are the real benefits of collaboration. 	<p>Bill Stewart, <i>Senior Director</i> <i>Health Services Purchasing and</i> <i>Logistics Qld Department of Health</i> <i>&</i> Nat McGregor, <i>Director</i> <i>Risk & Commercial Services</i> <i>University of Newcastle</i></p>
<p>4C: The positive power of probity</p> <ul style="list-style-type: none"> ■ Probity can be an irritation – or an enabler. ■ Probity can be a minefield – or a walk in the park. ■ Probity can wreck your project – or make it a winner. 	<p>Roger Warr <i>Executive Director</i> <i>PSI Asia Pacific Pty Ltd</i></p>
Seminar Stream 5: 11.45 – 12.30pm	
<p>5A: How to mitigate the cost impact of the Carbon Pollution Reduction Scheme (CPRS)</p> <ul style="list-style-type: none"> ■ Update on CPRS developments. ■ Innovation in sustainable procurement strategies. ■ Case studies on how to mitigate the cost impact of the CPRS. 	<p>Trevor Barrows <i>Principal Consultant</i> <i>Viewlocity Pty Limited</i></p>
<p>5B: Vendor management</p> <ul style="list-style-type: none"> ■ What sort of relationship do I need – vendor, supplier, or partner? ■ What are the differences in managing each? ■ What can procurement do to better manage the different types of contractors? 	<p>Peter MacFarlane <i>MCIPS</i> <i>Grosvenor Management Consulting</i></p>
<p>5C: Create RFTs that capture interest and demand attention</p> <ul style="list-style-type: none"> ■ Enhance RFT impact by avoiding the five most common drafting pitfalls. ■ Guarantee compelling tender responses by asking the right questions. ■ Deliver results sooner through wise tendering process choices. 	<p>David Lunn <i>Director</i> <i>Bid Write P/L</i></p>
Seminar Stream 6: 1.45 – 2.30pm	
<p>6A: Innovations in contract management</p> <p>Leading practices focused on getting results:</p> <ul style="list-style-type: none"> ■ The contract scorecard – driving the design and management of the deal. ■ The Governance charter – getting the parties working together. ■ Non-financial rewards and recourse for performance – getting high performance with low investment. 	<p>Dr Sara Cullen <i>The Cullen Group</i></p>
<p>6B: Improving tender outcomes through the use of e-tendering</p> <ul style="list-style-type: none"> ■ Improving communication and streamlining the tender process. ■ How hard is it to implement your proposed solution and is enough support available to both users and suppliers? ■ Ease of loading and managing tender requests – simplicity is vital. ■ Achieve a high level of probity – it's your job on the line and you need to be sure all the probity boxes are ticked. 	<p>Philip Dennett <i>Marketing Director</i> <i>TenderLink.com</i></p>
<p>6C: Understanding the scale and impact of public procurement spend in Australia</p> <ul style="list-style-type: none"> ■ What is the size of public sector procurement spend in Australia? ■ How has that spend changed over the past 15 years? ■ What are some of the impacts and responsibilities for governments and the Australian economy? 	<p>Professor Guy Callender <i>FCIPS</i> <i>Professor & Chair of Strategic</i> <i>Procurement</i> <i>Curtin Business School</i></p>

Complimentary Buses from Canberra

In order to minimise costs, it is our intention to provide complimentary coach transfers for delegates based in Canberra. The Coach/es will leave Canberra early on the morning of 28th July and will return delegates the following day at the close of the conference. If based in Canberra, please indicate whether you would like to use this service when registering.

A great opportunity to network with your peers!

Transportation at the event

CIPSA Conferences will also provide regular shuttle buses between the Australian Technology Park and the Haymarket Sydney.

We will also provide larger buses, to transport delegates to and from the preferred accommodation locations at the end of Day 1 and for the commencement of proceedings on Day 2.

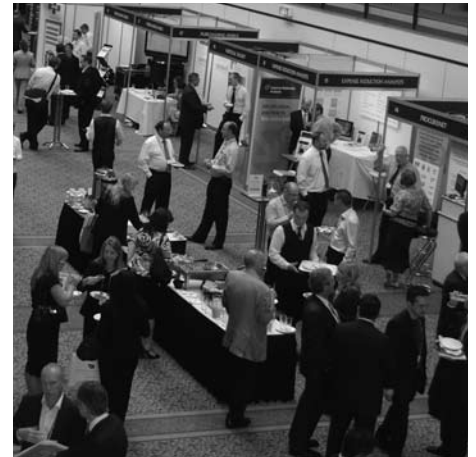
Accommodation

CIPSA Conferences work with The Lido Group to provide delegates with a range of preferred accommodation options. Transport will be provided to and from these locations.

For full details of available accommodation options and to book online, please visit www.cipsaconferences.com.au and navigate to the accommodation page on the Public Sector Procurement Forum web pages.

About the venue

The Australian Technology Park (ATP) is located in the old Railway Workshops at Eveleigh, just to the south of Sydney's CBD. Access is very easy with parking available at a flat rate of \$20 per day. Alternatively you may choose to catch the train from the city. The ATP is located next to Redfern Railway station which is one stop from Central Railway Station.



Travelling times

By Rail
5 minutes from Central.

By Car, Taxi etc from CBD
approx. 10 minutes.

By Car, Taxi etc from Domestic Airport
approx 15 minutes.

Closer to the event we will post a set of downloadable instructions at www.cipsaconferences.com.au on how to get there.

Sponsorship & Exhibition Opportunities

The 4th Public Sector Procurement Forum provides suppliers with an outstanding opportunity to engage with an extremely targeted audience of procurement professionals responsible for procurement at all levels of government. Whether you are a supplier of category specific goods or services, or a supplier of procurement support services this should be too good an opportunity to miss. Exhibition space is strictly limited, so get in now and secure your spot for this unique event.

For full details of available options and packages please contact:

Andrew Wynn, Sales Manager CIPSA Conferences
Tel. 07 5502 7326
Email: Andrew@bttbonline.com

4th Public Sector Procurement Forum

About our Gold Sponsors

Purchasing Index (PI) assists organisations in analysing spend, identifying efficiencies and savings and realising opportunities. PI solutions empower finance and procurement staff with analytic and benchmarking tools to add value to organisations. PI works to support procurement organisations, is not supplier aligned and handles all data unattributably.

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PI's Pricetrak & Servicetrak services benchmark goods and services to provide evidence based evaluation of performance and identification of saving opportunities. PI provides market intelligence and advice to benchmarking participants on markets, suppliers, contract terms, demand, vendor management and procurement leading practices.

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For further information, visit www.pibenchmark.com/



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Lunch Sponsor

Comensura is a multinational procurement solutions organisation that provide managed services in a range of procurement categories to government and corporate clients. Comensura's leading web based application combined with category and procurement expertise enables clients to achieve significant and sustainable direct cost savings while process systemisation and workflow automation improves the efficiency of their business.



Registration Form The 4th Public Sector Procurement Forum

Name (Mr/Mrs/Ms/Miss) _____

Job Title _____ Organisation _____

Address _____

Suburb/town _____ P/code _____

State _____ Country _____

Phone _____ Mobile _____

E-mail _____

Please register me for

All prices quoted inclusive of GST

	CIPSA member	Non-members
Two day conference	<input type="checkbox"/> \$1424.50	<input type="checkbox"/> \$1644.50
One Day Only	<input type="checkbox"/> \$929.50	<input type="checkbox"/> \$1039.50

If attending for one day only, which day? Day 1 Day 2

Do you have any special dietary requirements Yes No

If yes, please specify: _____

Seminar Choices

Day 1	<input type="checkbox"/> 1a	<input type="checkbox"/> 1b	<input type="checkbox"/> 1c	Day 2	<input type="checkbox"/> 4a	<input type="checkbox"/> 4b	<input type="checkbox"/> 4c
	<input type="checkbox"/> 2a	<input type="checkbox"/> 2b	<input type="checkbox"/> 2c		<input type="checkbox"/> 5a	<input type="checkbox"/> 5b	<input type="checkbox"/> 5c
	<input type="checkbox"/> 3a	<input type="checkbox"/> 3b	<input type="checkbox"/> 3c		<input type="checkbox"/> 6a	<input type="checkbox"/> 6b	<input type="checkbox"/> 6c

Would you like to utilise the complimentary bus service from Canberra
 Yes No

Group Bookings and Discounts

3-5 delegates = 10% discount >5 delegates = 15% discount

If booking a large group, please contact CIPSA Conferences as per options 3 & 4 above right.

Other Discount Categories: 50 % discount available

If claiming, please tick and circle which you are:

Unemployed CIPSA member Senior retired member Full time student

Payment Details

Enclosed is my cheque for \$ _____ (please make cheque payable to BTTB Marketing Pty Ltd)

I require a tax invoice to raise: cheque pay by EFT
I wish to pay by credit card: Visa Amex Diners Mastercard

Card number: _____/_____/_____/_____

Name on card: _____ Exp date: _____

Signature: _____

Registration forms will only be processed on receipt of payment. Tax receipts will be issued with confirmation. If you have any queries about your registration please call BTTB on 07 5573 7493 or email: cipsaregos@bttbonline.com

How to Register

There are 5 ways you may register

- 1) Complete form and fax to: 07 5573 5352
- 2) Online at www.cipsaconferences.com.au
- 3) By email to cipsaregos@bttbonline.com
- 4) By telephone on 07 5573 7493
- 5) Complete this form and mail to:

BTTB Marketing Pty Ltd
PO Box 825
Paradise Point
Qld 4216

About the Conference Organisers

CIPSA have appointed BTTB Marketing Pty Ltd as their official conference organisers. BTTB can be contacted at the address above.

Cancellations Policy, Substitutions and Shared Tickets

Cancellations must be notified in writing before 14th July and will incur an administration charge of \$150 + GST. No refunds will be given to delegates who fail to attend or cancel after this date. Substitutions will be permitted at any time without penalty. Shared tickets will not be permitted.

Privacy Policy

The information received on this form may be shared with external companies (sponsors and exhibitors) for their ongoing marketing purposes.

Conference Notes

Immediately after the event, delegates will be sent a hyperlink to a website where they will be able to download the presentation slides as PDF documents.

Conference Agenda

The organisers reserve the right to alter or amend the conference programme without notice to delegates.

Sponsorship Opportunities

If you are interested in profiling your company with Australia's largest audience of key procurement professionals, there are a number of sponsorship options available. For further details please contact Andrew Wynn at CIPSA Conferences on Tel: 07 5502 7326 or E: andrew@bttbonline.com