



A CIPSA Strategic Procurement Forum

## The 7th CIPSA Public Sector Procurement Forum

The Hotel Realm. CANBERRA

14TH & 15TH MARCH 2012



Gold Sponsor:



Australasian Procurement and Construction Council Inc



CIPSA STRATEGIC PROCUREMENT FORUM

## The 7th CIPSA Public Sector Procurement Forum

With an enlarged programme, a new venue and a new position in the calendar, the 7th CIPSA Public Sector Procurement Forum promises to be bigger and better than ever before.

### **About the Programme**

Featuring a wider agenda than ever before, the 7th CIPSA Public Sector Procurement Forum offers something for all public sector Procurement Professionals.

Day One will include a series of outstanding plenary sessions in the early morning and late afternoon, with the middle of the day given over to two seminar streams, themed along 'strategic' and 'tactical' lines.

Day Two will feature an additional stream of the always-popular range of practical half-day workshops on issues key to public sector procurement.

Again, we would like to thank the Australian Procurement & Construction Council [APCC] and the Department of Finance & Deregulation for their endorsement of the event and assistance with the development of the programme.

### **Enhanced Networking Opportunities**

In a further departure from previous forums, sponsors and exhibitors will have the opportunity to maintain their presence on Day Two, thereby creating more scope for both buyers and suppliers to engage effectively in a pre-budget timeframe.

### **A New Venue**

The Hotel Realm is one of Canberra's newest and best venues, providing modern, stylish conference facilities. Located at the footsteps of Parliament House, in Canberra, Hotel Realm is part of a truly mixed-use precinct next to the Parliamentary Triangle.

I hope you will find the programme compelling and relevant and we look forward to seeing you in Canberra.

### **Jonathan Dutton FCIPS**

*Managing Director*

### **CIPS Australia**

# The 7th CIPSA Public Sector Procurement Forum


DAY 1 PROGRAMME - 14TH MARCH 2012

Time	Session	Speaker
7.30-9.00am	<b>Registration &amp; coffee</b>	
9.00-9.05am	<b>Official welcome from Chair</b>	Jonathan Dutton FCIPS Managing Director CIPS Australia
9.05-9.35am	<b>Public Service Delivery: Shifting from Process Accountability to Performance Accountability</b> <ul style="list-style-type: none"> <li>&gt; The challenge in moving to performance accountability in government.</li> <li>&gt; Recent breakthroughs and reasons for optimism.</li> <li>&gt; The cutting edge - 'payment by results'.</li> <li>&gt; A practical tool for building your career - your first 'Professional Growth Plan'</li> </ul>	Gary Sturgess NSW Premier's Chair of Public Service Delivery, Australia and New Zealand School of Government
9.35-9.45am	<b>Welcome &amp; Introduction from the APCC</b>	Teresa Scott Director Operations APCC
9.45-10.15am	<b>How the public sector can leverage off (or improve efficiencies based on) private sector procurement innovations</b> <ul style="list-style-type: none"> <li>&gt; The redefinition of 'value delivered' in private sector procurement is now wider and deeper than ever before. How can we translate this for the public sector?</li> <li>&gt; Getting strategic alignment demands knowing the corporate strategy and having a process for cascading it. Can this method be applied in the public sector?</li> <li>&gt; Creating a 'Balanced Scorecard' - from a private sector example that created step-change unification across a diverse multi-national organisation.</li> </ul>	Craig Lardner FCIPS Procurement Advisory Services
10.15-10.45am	<b>Refreshment break</b>	
<b>The Conference will split into two streams after the refreshment break</b> STREAM A – STRATEGIC PROCUREMENT		
10.45- 11.25am	<b>1A - How successful are governments in delivering public procurement opportunities to Small and Medium-Sized Enterprises (SMEs)?</b>	Prof Guy Callender FCIPS Foundation Professor & Chair of Leadership in Strategic Procurement Curtin University of Technology
11.30-12.10pm	<b>2A - Commonwealth Government Update – reducing complexity, cutting red tape, stripping out costs.</b> Government purchases a lot of goods and services from many suppliers. Both buyers and suppliers appear to think that procurement processes are more difficult than they need to be. This session looks behind these perceptions and identifies actions in progress to remedy them while retaining accountability.	Simone Pensko Assistant Secretary Procurement Implementation Branch Procurement Division Department of Finance & Deregulation
12.10-1.05pm	<b>Lunch</b>	

1.10-1.50pm	3A <b>The NSW Procurement Reform Programme</b> > Objectives of change programme > Category Management > Online Sourcing	James Norfor Executive Director NSW Procurement NSW Department of Finance and Services
1.50-2.30pm	4A CASE STUDY: <b>Defence procurement and professionalisation challenges</b>	Harry Dunstall General Manager Commercial & Deputy Chief Executive Officer Defence Materiel Organisation (DMO)
<b>Stream B – Tactical Procurement</b>		
10.45-11.30am	1B - CASE STUDY: <b>Airservices: The SRM Journey</b> > The Airservices approach to SRM. > What is SRM? What are Airservices plans for SRM? > What are Airservices expecting to achieve through SRM?	Matthew Kay Manager - Supply Chain and Contract Management Airservices Australia
11.30-12.10pm	2B - <b>Politics and Procurement – a synergetic relationship?</b> > Collaborative procurement in local government – how six independent councils in South Australia work together to gain greater value from procurement activities. > Getting things going as a “G6” and keeping them going – identifying opportunities and overcoming obstacles. > Where to from here? Future potential and possible new models to be explored.	Brett Kahland Senior Consultant Strategic Procurement Adelaide City Council  Samantha Stute Manager Procurement and Contracts The City of Burnside
12.10-1.10pm	<b>Lunch</b>	
1.10-1.50pm	3B - <b>Case Study: External Legal Services electronic-negotiations</b> External Legal Services is the first All of Government services contract undertaken by the Government Procurement Reform Programme at the Ministry of Economic Development. When entering the negotiation phase of this procurement process, the Ministry chose to enter into pricing negotiations using an online e-Negotiation tool. This seminar will cover: > Why the Ministry elected to run an electronic negotiation; > The process of putting the e-Negotiations in place; > The online tool we used, provided by Trade Interchange; > The pros and cons of using an e-Negotiation tool, including identified risks; and > Views on the process by legal providers.	Kate Thomas Procurement Analyst Ministry of Economic Development NZ
1.50-2.30pm	4B - <b>Capability Development across the Public Sector in Australia</b> > Public sector trends and initiatives for developing procurement capability > A focus on the development of both organisational and personal capability > Common areas of developmental priority > Analysis and insight across state and local government > A global context with comparison with international initiatives and benchmarks	Chris Newman Managing Consultant PMMS Consulting Group  Daniel Fielding Director PMMS Consulting Group
2.30-3.00pm	<b>Refreshment break</b>	

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DAY 1 PROGRAMME - 14TH MARCH 2012

Plenary Sessions Resume		
3.00-3.20pm	<b>Lessons from Welsh Government Procurement Reform</b> <ul style="list-style-type: none"> <li>&gt; Balancing savings with economic regeneration.</li> <li>&gt; Mandating action versus engagement.</li> <li>&gt; 'Once for Wales' - an achievable goal?</li> </ul>	Alison Standfast Deputy Director Value Wales (Procurement) Welsh Government  Via Video specially prepared for CIPSA Conferences
3.20 – 3.35pm	<b>Australian qualifications in procurement – International recognition meeting local needs</b> <ul style="list-style-type: none"> <li>&gt; Update on the professional development path ways to MCIPS.</li> <li>&gt; University tertiary programme accreditations.</li> <li>&gt; AQF qualifications in procurement.</li> </ul>	Angelina Pillai Head of Education CIPSA
3.35-4.10pm	<b>Corruption risks in NSW procurement: The management challenge.</b> <ul style="list-style-type: none"> <li>&gt; How to strengthen procurement structures</li> <li>&gt; How to reduce opportunities for corruption in the process of procurement</li> <li>&gt; The importance of the people factor</li> </ul>	Dr Robert Waldersee Executive Director Corruption Prevention Independent Commission Against Corruption
4.10 – 4.50pm	<b>Panel Session</b> Is the job of public procurement slowly becoming impossible?	Facilitated by: Jonathan Dutton FCIPS Managing Director CIPS Australia
4.50-5.00pm	<b>Closing remarks</b>	Jonathan Dutton FCIPS
5.00-6.00pm	<b>Drinks &amp; networking reception</b>	Sponsored by <b>CommonwealthBank</b> 

# The 7th CIPSA Public Sector Procurement Forum

Day 2 Workshops - Thursday 15th March 2012

Time	Session	Speaker
8.00-9.00am	<b>Registration &amp; coffee</b>	
All morning workshops will run from 9.00am – 12.00pm, with a half-hour refreshment break at 10.15am		
9.00-12.00pm	<p>Workshop 1 <b>Procurement - Legal Issues and Current Trends in Market Engagement</b></p> <p>The interactive presentation and workshop is for anyone involved in procurement or government commercial contracts. The presentation covers:</p> <ul style="list-style-type: none"> <li>&gt; Procurement and Tendering;</li> <li>&gt; Legal Risks and Issues;</li> <li>&gt; Current Trends in Market Engagement;</li> <li>&gt; How to Obtain Value for Money.</li> <li>&gt; Probity</li> </ul>	<p>Scott Alden Partner DLA Piper</p> <p>Alan Findlater Managing Director Management Donald Cant Watts Cork (DCWC)</p>
9.00-12.00pm	<p>Workshop 2 <b>Developing category plans and strategies</b></p> <p>Category management – why isn't it delivering?</p> <ul style="list-style-type: none"> <li>&gt; Defining a category – the critical first steps</li> <li>&gt; Starting the category plan;</li> <li>&gt; And now to extract value;</li> <li>&gt; What it means for category managers - making the right choice.</li> </ul>	<p>Denis Henry MCIPS Managing Director Grosvenor Management Consulting</p>
9.00-12.00pm	<p>Workshop 3 <b>Building towards sustainability – pragmatic options for embracing the opportunities</b></p> <p>Most public sector organisations are expected to incorporate sustainable purchasing and supply chain management into their procurement activities, without a change in resources to cover this additional aspect. This practical workshop will cover what sustainable procurement means from a public procurement perspective, and encourage participants to consider how to strategically address sustainable purchasing and supply chain management through:</p> <ul style="list-style-type: none"> <li>&gt; Understanding what sustainable procurement is;</li> <li>&gt; Understanding how sustainable procurement fits within the existing procurement paradigm;</li> <li>&gt; Identifying pitfalls in sustainable procurement practices;</li> <li>&gt; Considering what you want to achieve and how procurement can help;</li> <li>&gt; Prioritising activities and developing a brief action plan for progress.</li> </ul> <p>By the end of this workshop, participants should feel confident to begin or further their planning for sustainable procurement in their workplace.</p>	<p>Darian McBain Director Blue Sky Green</p>
12.10-1.10pm	<b>Lunch</b>	

# The 7th CIPSA Public Sector Procurement Forum

Day 2 Workshops - Thursday 15th March 2012

All afternoon Workshops will run from 12.45pm- 3.45pm, with a half-hour break at 2.00pm		
12.45-3.45pm	<p>Workshop 4 <b>Practical Probity</b></p> <p>With increased scrutiny in relation to professional and personal integrity, the issue of probity remains critical on the strategic agenda. Our interactive workshop will provide an overview of:</p> <ul style="list-style-type: none"> <li>&gt; What probity is;</li> <li>&gt; The elements of probity including obtaining best value for money, impartiality and fairness, dealing effectively with conflicts of interest, accountability - transparency, confidentiality and compliance with the statutory framework and policies;</li> <li>&gt; How these principles are practically applied in real-life scenarios involving perceived Conflicts Of Interest, handling complaints and allowing late tenders;</li> <li>&gt; An overview of probity related case law and some of the recent developments.</li> </ul>	<p>Tetyana Wotton Senior Associate TressCox Lawyers</p> <p>Aileen Fu Solicitor TressCox Lawyers</p>
12.45-3.45pm	<p>Workshop 5 <b>Understanding Pricing - What's in a price?</b></p> <p>This interactive half day seminar is designed to allow the delegates to understand how prices from suppliers are constructed.</p> <p>What we will cover:</p> <ul style="list-style-type: none"> <li>&gt; Cost levers &amp; drivers</li> <li>&gt; Purchase price &amp; cost analysis</li> <li>&gt; Sellers view of pricing</li> <li>&gt; Should cost modelling</li> <li>&gt; Modelling suppliers costs</li> </ul> <p>By the end of this session, delegates will be able to understand the elements of supplier pricing, our impact as buyers and be able to analyse supplier pricing proposal with more confidence.</p>	<p>Gordon Donovan FCIPS Head of Learning and Development PMMS Consulting Group</p>
12.45-3.45pm	<p>Workshop 6 <b>Maximising outcomes from the tender process:</b></p> <p>How to align procurement objectives and outcomes with the tender process:</p> <ul style="list-style-type: none"> <li>&gt; Importance of the specification in contracting for outcomes ;</li> <li>&gt; How to determine evaluation criteria to maximise procurement outcomes;</li> <li>&gt; Which tender evaluation techniques should be considered;</li> <li>&gt; Importance of procurement policies with achieving outcomes;</li> <li>&gt; Do the probity issues/risks change with tendering for outcomes?</li> </ul>	<p>Greg Kendall MCIPS Managing Director Contracting &amp; Tendering Services Pty Ltd</p>
3.45pm	<b>Close of Conference</b>	

CIPSA STRATEGIC PROCUREMENT FORUM

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### GOLD SPONSOR



Salmat is Australia's leading marketing services provider specialising in targeted customer communication solutions. Salmat facilitates its clients' contact with their customers via an unmatched range of communication channel options – including voice, online, print, electronic and mobile – with comprehensive reporting on measurable results.

Over 30 years Salmat has built a 7,000 plus strong team, experienced in contributing to their clients'

growth by helping them to communicate effectively with their customers. This experience, together with its proprietary systems and technology and strong client relationships, secures Salmat's position.

as Australia's – and increasingly the region's – leader in customer communication solutions.

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### COCKTAIL SPONSOR



The Commonwealth Bank is Australia's leading provider of integrated financial services for government, institutional, corporate and retail banking. Every day, nearly 50% of all financial transactions processed in Australia flow through the Commonwealth Bank.

The Commonwealth Bank has been working with Federal, State and Local Governments for 100 years, providing end-to-end transaction banking solutions enabling the drive towards citizen-centricity, effective

cost management, increased efficiency and risk mitigation.

Our tireless focus on service and innovation has resulted in the Commonwealth Bank being awarded FinanceAsia's 2011 Best Transactions Solutions House, Asian Banker's Best Domestic Cash Management Bank 2010 & 2011, and Money Magazine's Bank of the Year in 2010 and 2011.

CIPSA STRATEGIC PROCUREMENT FORUM

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### Sponsorship Opportunities:

CIPSA Conferences provide suppliers with a unique opportunity to brand their organisation, goods and/or services with procurement professionals from most of Australia's leading private and public sector organisations. Whether you are interested in branding, or generating direct sales leads via exhibition opportunities, we are likely to have a package to suit

you. Special Interest Forums, by their very nature, deliver an extremely targeted audience.

For full details on available options please contact:

Andrew Wynn *Sales Manager CIPSA Conferences*  
Ph. 07 5644 0510 or email: [andrew@bttbonline.com](mailto:andrew@bttbonline.com)

### Are you a CIPSA Member?

Join CIPSA or renew your membership with CIPSA Conferences

#### New Members

In order to make it easier for non-member delegates to become CIPS Australasia members, the joining fee can now be included in the conference fee.

Non-member delegates attending a one-day CIPSA Conference and paying the non-member rate will only need to pay an additional \$110.00 to become a CIPSA member.

Non-member delegates attending a two-day CIPSA Conference and paying the non-member rate will automatically qualify for a CIPSA membership.

#### Renewals

To make life easier for existing members, CIPSA Conferences are also able to process membership renewal fees with conference bookings - all on the same invoice.

If you are an existing member who wishes to include the cost of the annual membership with your conference fee, then please:

Add \$285 to the conference member rate in the amount payable box. Tick the relevant box on the registration form saying you wish to renew your membership submit your CIPS membership number in the relevant field

#### Notes:

Your renewed 12 month subscription will run from your existing expiry date. For example, if you had 3 months to run on your existing subscription, then by renewing with CIPSA Conferences, you will have 15 months to run on your renewed subscription. Please note that your tax invoice will not mention the subscription renewal - only the conference. You will be contacted by CIPSA to confirm that your new membership or renewal has been processed. If you have any queries regarding the joining or renewal process via CIPSA Conferences please contact us on Ph. 07 5644 0505 or email: [cipsaregos@bttbonline.com](mailto:cipsaregos@bttbonline.com)

# The 7th CIPSA Public Sector Procurement Forum

## Registration Form

NAME [Mr/Mrs/Ms/Miss/Dr]	
JOB TITLE	ORGANISATION
ADDRESS	
SUBURB	POSTCODE
STATE	COUNTRY
PHONE	MOBILE
EMAIL	

### Registration Options and Fees

For a full list of registration and workshop options and the associated fees please see the list on the next page. Please note, all prices quoted are inclusive of GST.

#### CIPSA Membership

Please see below information on either joining CIPSA or renewing your CIPSA Membership via your conference fee

#### Group Bookings and Discounts

If you are registering more than two delegates from your organisation the following discounts will apply:

**3-4 delegates = 10% discount    5 + delegates = 20% discount**

If you are booking a number of delegates, please call CIPSA Conferences on Ph 07 5644 0505 or email: [cipsaregos@bttbonline.com](mailto:cipsaregos@bttbonline.com) Rather than filling in multiple forms, we will send you a simple spreadsheet to complete.

#### Other Discount

Unemployed CIPSA Members, Retired Senior CIPSA Members and Full-time Students may claim a 50% discount.

### Do you have any special dietary requirements? *(only complete if you do)*

### 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 \_\_\_\_\_ CCV     3 or 4 DIGIT NUMBER ON THE BACK OF THE CARD

SIGNATURE \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_

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 5644 0505 or email: [cipsa@bttbonline.com](mailto:cipsa@bttbonline.com)

I require a tax invoice to raise a cheque or eft payment.  
*(Do not tick this box if you wish to pay by credit card)*

### With regard to CIPSA Membership I would like to:

*[All the Information/ fees are on page 9 of this Brochure]*

- Currently a Member
- Join CIPSA
- Renew Membership
- Neither



#### ALL PRICES INCLUSIVE OF GST

#### How to Register

There are 4 ways you may register

- 1) Complete form & fax to: **07 5644 0501**
- 2) Online: **[www.cipsaconferences.com.au](http://www.cipsaconferences.com.au)**
- 3) By email to **[cipsaregos@bttbonline.com](mailto:cipsaregos@bttbonline.com)**
- 4) By telephone on **07 5644 0505**

#### 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 20th March 2012 and will incur an administration charge of \$165. No refunds will be given to delegates who fail to attend or cancel after this date. Delegates who have registered but not yet paid after the cancellation cut-off date will still be liable for the full conference fee. Substitutions will be permitted at any time without penalty.

#### 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.

PUT THE DATE IN YOUR  
DIARY FOR UPDATES VISIT:  
[www.cipsaconferences.com.au](http://www.cipsaconferences.com.au)

# The 7th CIPSA Public Sector Procurement Forum

Registration Form



ALL PRICES INCLUSIVE OF GST

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- 1) Complete form & fax to: **07 5644 0501**
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## Registration Options and Fees

### Day One of Conference Only

- Option 1 - CIPSA Member rate \$1094.50  
 Option 2 - Non-member rate \$1259.50\*

### Day One plus Two Workshops on Day Two

- Option 3 - CIPSA Member rate \$1864.50  
 Option 4 - Non-member rate \$2194.50\*\*

### Day One plus One Workshop on Day Two

- Option 5 - CIPSA Member rate \$1479.50  
 Option 6 - Non-member rate \$1644.50\*

### Day Two - Two Workshops only

- Option 7 - CIPSA Member rate \$874.50  
 Option 8 - Non-member rate \$1039.50

### Day Two - One Workshop only

- Option 9 - CIPSA Member rate \$467.50  
 Option 10 - Non-member rate \$599.50

\*pay and additional \$110 (inc GST) to receive a CIPSA Membership for one year

\*\*Delegates booking this option automatically receive a one-year CIPSA Membership

## DAY ONE Seminars [Please tick one option for each seminar stream]

### Seminar Stream 1

- 1A - Delivering procurement opportunities to SME's  
 1B - Aircservices SRM Case Study

### Seminar Stream 2

- 2A - Commonwealth Government Updates  
 2B - Politics and Procurement

### Seminar Stream 3

- 3A - The NSW Procurement Reform Programme  
 3B - External Legal Services Electronic-negotiations

### Seminar Stream 4

- 4A - Defence procurement through DMO  
 4B - Maximising use of electronic systems

## DAY TWO Workshops [Please tick one option for both the morning & afternoon workshop]

### Day 2 Morning Workshops

- 1 - Legal Issues and Current Trends  
 2 - Developing Category Plans and Strategies  
 3 - Building towards sustainability

### Day 2 Afternoon Workshops

- 4 - Practical Probilty  
 5 - Understanding Pricing  
 6 - Maximising Tender Outcomes

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