



*The Institute of*   
**Value Management**  
 *Australia Inc.*

**2010 CONFERENCE - SYDNEY**

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**INITIAL ANNOUNCEMENT - Bulletin No 1 - 26 January 2010**

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**The Institute will hold its 2010 Conference in Sydney in May.**

**Dates:** Friday 28 and Saturday 29 May 2010  
(check out time 11am Sunday 30 May)

**Location:** Sydney Olympic Park Tennis Centre

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**Broad Conference Timetable (provisional)**

<b>Friday</b> 28 May	tea and coffee from 9.30am for a 10am start (this should allow most out-of town delegates to arrive that morning)  working sessions all day until 5.30pm  (evening free for personal pursuits)
<b>Saturday</b> 29 May	working sessions from 8.30am until afternoon tea Special General Meeting of members starting 4.00pm  Conference Dinner and Celebration - assemble 7pm for 7.30pm start (spouses/partners are especially requested to participate in this celebration)
<b>Sunday</b> 30 May	checkout time 11.00am

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**Bulletin #2 will provide a guide to likely conference registration fees and a proposal for the detailed conference structure (i.e. topics for each session)**

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**Importance of this Conference**

Members will be aware of some important changes to the Value Management environment in which we practise:

- the release of the revised Australian Standard AS 4183:2007 and the important changes it heralded;
- the Institute's move to respond to the revised Standard, recognising that the Institute should support the VM people that the Standard calls *Value Analysts* (a guide to the Institute's thinking was outlined in the Executive's *Important Newsletter to members* dated 28 September 2009); and
- the questioning (by some in the public and private sectors) of the relevance of Value Management or, amongst those who recognise VM's importance, the searching for how best to leverage VM's power and make its application even more attractive. The Institute's 'Road Show' last November/December (2009) consciously sought and obtained direct feedback in these areas.

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It is also recognised that others have important roles in helping their organisations or clients achieve best *value* or best *value for money* and the Institute needs to keep all such people in mind in charting its course for the future. Change is inevitable. The Institute's challenge is to identify new requirements and to stimulate/encourage appropriate change to ensure best outcomes. Accordingly, the Institute is progressively working on several fronts:

- to identify the areas of competence needed by Value Management people in their particular roles;
- to identify new sets of accreditation criteria for VM educational programs;
- to re-align (and possibly re-designate) the grades of Institute membership;
- to re-develop and expand the provisions for the Institute's Registration of Specialist VM Practitioners, with at least two categories of Registration to align with the provisions of the revised Australian Standard; and
- to develop appropriate transitional provisions for those holding current credentials issued by the Institute.

Working parties are currently developing recommendations for members to consider prior to the Conference (by e-mail) and resolution of these issues will culminate at the Conference. Adoption of formal amendments to the Institute's Rules of Association will occur at a General Meeting of members to be held towards the conclusion of the Conference.

Additionally, members will have read about the Road Show, comprising a visit by the President and Secretary to the capital cities of all Australian States in November/December 2009, in which consultations were held with policy-makers in Federal and State agencies, as well as gatherings of Institute members. These consultations were for multiple purposes:

- to ascertain the 'state of play' with regard to VM's use in public decision processes;
- to gain feedback on how VM is perceived in such circles;
- to assess the extent of knowledge and awareness of VM and the benefits currently being gained from its application;
- to advise on the Institute's intended response to the revised Australian Standard (and advise progress); and
- to gauge member reaction to all these matters.

Members have all received the President's initial report on the Road Show issued by e-mail on 16 December 2009.

Clearly, Value Management in Australia is at a watershed. How the Institute addresses and responds to the current raft of challenges will set a course for the practice of VM for at least the next 10 years. It is clear that retirement, promotion or changes of government have removed from the sphere of influence many of the Australians who have championed VM and its use since the initial Australian and New Zealand Standard (AS/NZS 4183:1994). Additionally, many of the people professionally practising VM today are likely to be retired (or nearly so) in 10 years' time, so we need to give detailed consideration to renewal and refreshment of the profile of VM people - and this needs to include clients, champions and practitioners.

It is not hard to recognise, therefore, that this 2010 VM Conference is of strategic importance to Value Management and its practice in Australia (and the neighbouring countries where the Institute's members are located).

The thrust of the whole conference will align with these issues, because the Conference's outcomes will seriously influence the course of VM in Australia and hence the benefits that VM clients will be able to gain in the form of best *value for money*.

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### Accommodation for Out-of-Town Delegates

Sydney Olympic Park includes four accommodation facilities, each pitched at a different clientele but all are within the Accor group, which has advised the following ratings:

Pullman (5★), Novotel (4½★), Ibis (3½★) and Formule 1 (2★).

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The Reservations Manager has not been prepared to advise firm rates for our Conference because the Institute cannot specify the number of delegates likely to require accommodation. The Manager advises that “dynamic” pricing applies for these hotels, which means that the applicable rates will be provided on the day when a reservation is made.

Accor has offered the Conference’s delegates specified discounts from the “best available rate of the day” and, when pressed to give at least some indication of likely rates, the Manager provided the “from” rates set out in the attachment.

Please also refer to the attached map of Sydney Olympic Park (2 pages) for an indication of the hotel locations.

Novotel (N) and Ibis (I) are separate wings of the same property and they have a common reception and lobby, whereas Pullman (P) is directly across Herb Elliott Avenue. Formule 1 (F) is south west of the others, one block along Dawn Fraser Avenue.

*Accessibility from conference venue*

P, N & I are all about 10 minutes’ walk from the Tennis Centre (at the south east end of Olympic Boulevard). F is about 15 minutes’ walk from the Tennis Centre.

*Accessibility from train station*

P,N and I are 5 minutes’ walk from Olympic Park Railway Station; F is 10 minutes’ walk.

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**Parking and Travel**

The Tennis Centre is about 15 minutes’ walk from Olympic Park Railway Station.

The Tennis Centre has abundant parking in several adjacent open areas - and it will be free all day to Conference delegates.

Delegates intending to fly to Sydney for the conference should note that Sydney’s train system has stations within both the international and domestic terminals of Sydney Airport and there is a station within Sydney Olympic Park. Two changes of train (at Central and Lidcombe) are generally required and the total journey (Airport to Olympic Park) is likely to take 60-90 minutes (depending on change-of-train times). Outside week-day business hours, trains on the two legs Central-Lidcombe and Lidcombe-Olympic Park are infrequent, so changes of train can involve significant waiting time, stretching the time taken for the total journey.

A taxi fare from the Airport to Olympic Park is likely to cost a little more than a train ticket but travel time would generally be shorter (perhaps only 30 min if there’s little traffic). When two or more travel in a taxi together, there should be a worthwhile saving in their total fares compared with train travel.

The hotels within Olympic Park have very little private parking for their patrons, so enquiries (and reservations if necessary) should be made prior to any commitment for accommodation. There are several open parking areas close to the hotels but searching for a space is a frustrating experience, with any success therefore being truly rewarding. In these parking areas the allowable parking duration is very restricted, parking machines require coins and the rates are horrendously expensive. Delegates are counselled strongly against relying on such parking.

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**Associated Events**

Sydney Olympic Park Authority advises that many events in the Park are not confirmed until quite close to their date. For instance, there are several school athletic carnivals in the pipeline for May but all dates are still tentative.

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Any Conference delegate arriving as early as Wed 26 may wish to note that Olympic Park (ANZ) Stadium is to host the Rugby League *State of Origin* match (between Queensland and NSW) that evening (Wed 26 May). The Stadium will also host the Rugby League game between Penrith *Panthers* and South Sydney *Rabbitohs* at some time over our Conference weekend (Fri to Mon) but the League will not advise the day and time until 6 weeks beforehand.

Closer to the Conference, information will be distributed about a range of events in Sydney that may be of interest to delegates for the evening of Friday 28 May, as well as some others due just before or just after the Conference.

Sydney Olympic Park includes a number of sporting venues of note and its development for the 2000 Olympics showcased many aspects of environmental management. Arrangements are being explored to secure opportunities to inspect these aspects of the Park.

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### Convenors and Conference Advisory Committee

Convenors: Brian Farmer FIVMA (President of the Institute, [brian.farmer@capitalinsight.com.au](mailto:brian.farmer@capitalinsight.com.au))  
John Fullagar FIVMA (Secretary+Treasurer of the Institute, [john.fullagar@bigpond.com](mailto:john.fullagar@bigpond.com))

At the Road Show's meeting of Sydney members in December, the Conference Convenors established a broadly-based Committee to advise on Conference preparations:

Colin Davies MIVMA RegVMFacil (Chairman of the Institute's Education and Training Committee)  
Denis Sullivan MIVMA RegVMFacil (Chairman of the Institute's Membership Committee)  
Mark Neasbey MIVMA RegVMFacil  
Rod Funnell MIVMA RegVMFacil

Details of further Conference developments will be released as they occur through a series of Conference Bulletins in the approaching months. Please address any enquiries etc by e-mail to the Convenors.

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### Important Action Now Required

All members of the Institute are asked immediately to set aside the Conference dates in their diaries and, where at all possible, to get their spouses/partners/friends to reserve the dates, too.

This advance notice is provided so that the Institute's members and friends may exercise their judgment about the timing of travel and accommodation bookings likely to result in best *value for money*.

The Convenors have chosen not to formally appoint a Conference airline but intending delegates are asked to keep in mind the incredibly valuable contribution made by Virgin Blue towards opening the opportunity for most Australians now to afford air travel.

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Issued from Sydney, 26 January 2010

Brian Farmer and John Fullagar  
Conference Convenors