



women making a difference!

from the city to the outback
conference

20th October, 2006

8:30 am – 5:30 pm
Allan Scott Park Function Centre
Morphettville - Adelaide

registration brochure



www.womenmakingadifference.net.au



Government of South Australia
Department of Trade and Economic
Development

in business
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DESIGNING DESIRE

An invitation from the Minister

women making a difference
from the city to the outback conference



We invite you to participate in the Inaugural Women Making a Difference Conference.

This is your opportunity to engage with other women in business, both local, rural and indigenous who are passionate about their businesses.

This vibrant event has been tailored to women in business enterprises who want to grow their business' and themselves. The program offers exceptional quality and value with interactive presentations, tips and tools.

Register now to attend a conference that promises to be inspiring, motivational, and highly rewarding.

Karlene Maywald

Minister for Small Business; Regional Development; Science and Information Economy; and the River Murray. Assisting the Minister for Industry and Trade

Keynote speakers



Robyn Moore

Robyn Moore is a multi-skilled Communicator who has been in the business of creating and changing people's perception through "the power of the word" for almost 30 years. She's Australia's most versatile and effective female Voice-Over Artist, Presenter and Speaker. Robyn speaks nationally and internationally at conferences, special events and training workshops and creating remarkable results! You could say she "sells people back to

themselves" so they rediscover their energy, purpose, passion and their sense of humour and experience increased access to life-altering communication, effective leadership, work/home balance, satisfaction, laughter, core values, vision and desired outcomes, attitudes and behaviour. Her unique understanding of "the power of the word" allows her to profoundly affect her audiences. When she speaks ... people listen ... and take the action necessary to create the outcomes they want in their lives!

Effective communication creates engagement. Once you have people's attention you can profoundly affect awareness, perception, behaviour and potential. Robyn Moore is a very effective communicator with a unique understanding of "The Power of the Word". She is Australia's most in-demand female speaker. She leaves people able to recognise old habits and behaviours and take responsibility for choices, which create the outcomes they want in their professional and personal lives.



David Griggs

David Griggs is a successful public speaking coach, presentation director and business pitch consultant. David's unique feature is his combined experience in the theatre and business.

A graduate of NIDA, he teaches public speaking skills drawing on the techniques of the professional actor. He also uses his many years experience as the manager of a family manufacturing business to help people become more effective as public communicators. He founded the SA Chapter of The National Speakers Association of Australia and is a former National President.

David coached the presentation bid team that won the World Police and Fire Games for Adelaide that will take place in March 2007. Many of the companies and individuals he has coached have gone on to win important bids worth millions of dollars. He has helped many individuals and organizations to achieve confidence, credibility and a competitive edge through more effective public communication.

'Business is a Series of Presentations' Whether it's a pitch in a boardroom, a speech to a crowd or a chat in the office, business is a series of presentations. At this session David Griggs, a former actor, business man and now presentations coach, will teach you how to dramatically increase your effectiveness as a speaker or presenter.

Conference program

Morning

6:30 am	Exhibitor setup
7:30 am	Registration
8:15 am	Welcome: Felicity-ann Lewis
8:30 am	Opening of conference: Karlene Maywald
8:45 am	Keynote speaker: Robyn Moore
9:30 am	Keynote speaker: David Griggs
10:30 am	Morning tea
11:15 am - 12:30 pm	Concurrent workshop sessions
	1 Financial tools for business success: Naomi Mashford
	2 Maximising potential in business and life: Rowland McGabhann
	3 Exporting opportunities for your business: Leonie Thomson & Renee Barton
	4 Selling yourself – communicating with influence: Juliette Alush

There are eight workshops on offer within two sessions (morning and afternoon). Delegates are invited to attend ONE workshop from each session (A and B)

Afternoon

12:30 pm - 1:30 pm	Lunch break
1:30 pm - 1:45 pm	Interactive energiser
2:00 pm - 3:15 pm	Concurrent workshop sessions
	5 Successful marketing for small business: Mark Kulasingham
	6 Simplify your life: Margaret Rohan Kelly
	7 Women on boards: Kate Costello
	8 Tune your energies – a toolkit for health: Thea Prүүл
3:15 pm - 4:00 pm	Panel: Are women better at running a business in the 21st Century?
4:00 pm	Conference wrap up
4:30 pm - 5:30 pm	Networking cocktail hour

Full registration includes: tea and coffee on arrival, morning tea, lunch, cocktail network hour, delegate satchel and handbook.

Our speakers are outstanding presenters and considered experts in their field.

Morning workshops 11.15am-12.30pm

Workshop 1 Session A

Financial Tools for Business Success

Presenter: Naomi Mashford

About the presenter: Naomi is South Australian and a Commonwealth Bank Area Manager. Her region stretches from Mitcham to Mildura. She has extensive experience in the financial services industry, and in retail and commercial lending.

About the workshop: Anyone who works for themselves or wants to "go solo" will benefit. Naomi's Seven Step Programme will help you to make the right financial decisions. Naomi will guide you through the financial choices available to you. She will make the complex simple. She promises to be jargon free!

Workshop 2 Session A

Maximizing Potential in Business and Life

Release the Best: A Path to Mental Toughness

Presenter: Rowland McGabhann

About the presenter: Rowland is known for his ability to teach individuals and teams to motivate and empower themselves. He will show you how to use mental focus and physical exercise to maximize your potential.

About the workshop: Fun and interactive, this unique presentation will show you that anything is possible! You'll learn how to achieve balance in work and life, make the most of everything you do and you'll learn about FISH – a philosophy adopted by businesses worldwide to maximize professional potential. Change outcomes by changing thoughts. Make every day a 'good' day.

Workshop 3 Session A

Exporting Opportunities for your Business

Presenters: Leonie Thomson and Renee Barton

About the presenters: Leonie has been with Austrade for 6 years, based in London and South Australia. She is now SA's Business Development Manager. Renée joined Austrade nearly three years ago. She is now an Export Adviser for Food, Fashion and Wine.

About the Workshop: If you do business overseas or would like to export your goods or services, this is the workshop for you! Learn about the global market and how Austrade can help you to market your business beyond Australia. Find out about upcoming trade events and how you can succeed in an increasingly competitive global market.

Workshop 4 Session A

Selling Yourself: Communicating with Influence

Presenter: Juliette Alush

About the presenter: Juliette is the Executive Director of Human Resources and Corporate Performance with Delaware North Companies Australia. Passionate about sharing her experiences, knowledge and skills, she enjoys helping others to build successful careers, gaining a better understanding of themselves, their organisations and their communities.

About the workshop: Learn how to build and manage your own personal brand. Hear tried and tested strategies that translate your point of difference into success. Find out who you are, what you stand for and how your uniqueness is at the core of your business. Using cases studies, Juliette will also show you how to bring your personal and professional goals into alignment.

Afternoon workshops

2:00 pm-3:15pm

Workshop 5 Session B

Successful Marketing for Small Business

Presenter: Mark Kulasingham

About the presenter: Mark is the Principal Consultant with Caprinae Consulting, a Canberra-based marketing and training consultancy. He has over 15 years' experience in advertising, marketing and training for small to medium sized enterprises (SMEs) in Australia and Asia.

About the workshop: If your business is a SME, you're not alone. Globally, SMEs and home based businesses (HBBs) make up almost 10% of industry and employ between 20 and 30% of the population. This intensive workshop will help you think laterally and understand current marketing issues, providing ideas, inspiration and examples of best practice.

Workshop 6 Session B

Simplify your life

Presenter: Margaret Rohan Kelly

About the presenter: Margaret is a mother of eight and former 'Miss Australia' turned life coach and successful author with regular appearances on TV and radio. She is also a passionate and adventurous cyclist.

About the Workshop: As women, we often feel overwhelmed by our complicated lives – robbed of the vitality and energy we need to be our best both at work and in our personal lives. This workshop will help you to find the wisdom to simplify your life with practical tools, insight, laughter, and motivation. Increase your energy and personal power! Enjoy greater peace and happiness.

Workshop 7 Session B

Women on Boards

Presenter: Kate Costello

About the presenter: Kate is a management consultant with a background in law and academia. She has 20 years' experience in corporate governance and strategy. She has held directorships herself and is a course facilitator for the Australian Institute of Company Directors.

About the workshop: Do you want to serve on a board? Perhaps you're not sure about its role or how it compares with management. This workshop will help you to understand governance and what it means to serve on a board. Interactive and practical it will also cover the skills, networks and expertise required to progress your career and be where you want to be.

Workshop 8 Session B

Tune Your Energies: A Tool Kit for Health

Presenter: Thea Prүүл

About the presenter: Thea is a practicing dietician, and a qualified cook and trainer – she has made food her business and her vocation. Honest, creative and fun, Thea's mission is to share her passion for food with those who eat.

About the workshop: Find out how food can inspire and energise you. Address your long-term health in a workshop that gives you practical tips and expert advice on diet, exercise and lifestyle. Reduce sick days, avoid the afternoon slump and find new ways to enjoy everyday life. Build a lifelong, healthy relationship with the key resource that everyone needs.



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