Victorian State Conference 2015

Balgownie Estate
Yarra Valley

12 June 2015
Now, more than ever before, creating a compelling brand that engages and retains customers, staff and suppliers is a must for any business.

Competition is heating up both here and overseas. It’s time to get your business out of the rat race and grasp the market position that will capture the clients you want and the growth potential you need to not only survive, but to thrive for decades to come.

Discover the 3 key areas your business needs to master to create effective brand presence and longevity.

Russell Pearson will share insights that have assisted hundreds of businesses make a serious impact on their market and the world of business.

The Brand Design Guy

Russell Pearson, is a Brand Strategist and Founder of the Crimson Fox Creative Studios.

Russell has worked with 100’s of business brands both here in Australia and across the globe. These brands range from international businesses such as Pfizer, Activision and Fulton Hogan through to local businesses including Melway, Wridgways and Victory Curtains and Blinds.

His ability to help business leaders capture and keep their ideal customers has seen him become well respected in the industry, delivering in excess of 6000% return on investment through Crimson Fox marketing activities alone.

As a designer, Russell had his first gallery opening at the age of 8, and today Russell is the State President of the National Speakers Association (SA | TAS | VIC).

At our Victorian Conference for the Australian Window Association, Russell Pearson will share insights gained from over two decades in the Brand Marketing industry and to highlight his effective approach to building brands for a lifetime of business. Delegates will receive:

Keynote

An industry specific ebook: 
**The Top 5 Branding Mistakes in the Window Industry and How to Avoid Them**

Access to a 52 week video series with brand marketing hints and tips (opt-in).

Whether you manage your own business, work in management, sales, operations, or customer service any area within the window industry, participation in the 2015 State Conference will enhance your knowledge and professional skills.

The program is designed to provide you with an outstanding educational experience and opportunities that will enable your business to achieve and maintain success in the window industry.
Balgownie Estate Vineyard Resort and Spa

Yarra Valley

Balgownie Estate Vineyard Resort and Spa is ideally situated in the heart of the Yarra Valley set amongst the vines with magical views providing the perfect back drop to any occasion.

Less than an hour’s drive, approximately 60 km, from Melbourne’s CBD and the airport, Balgownie Estate is located in the heart of the Yarra Valley, set amongst the undulating green landscape on 30 hectares surrounded by vineyards and breathtakingly beautiful views.

Accommodation

Take advantage of Balgownie Estate’s 4.5 star accommodation. Upon request, a special delegate rate of $237 per person, per night, is available for the indulgent One Bedroom Spa Suites. Includes breakfast.

Cellar Door

Balgownie Estate offers a wonderful ‘wine experience’ that includes the flagship Estate Cabernet Sauvignon and Estate Shiraz from our original 40 year old vines in Bendigo.

Delegates receive 20% off cellar door sales for purchases of a dozen or more.

Rae’s Restaurant

Dinner at Rae’s Restaurant will see you eat and drink in style. Delegates will enjoy a sumptuous three course meal, beer, wine and soft drink.

Natskin Day Spa

The ultimate in relaxation and wellbeing, Natskin offer treatment packages for massage, body and water therapies; facials, nail care and personal grooming: a truly luxurious and unforgettable experience.

Delegates receive 15% off Natskin spa treatments of 1 hour or more.

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<th>Time</th>
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<td>1300 - 1330</td>
<td>Arrival: Tea and Coffee</td>
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<td>Marketing Update</td>
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<td>AS 2047 and The National Construction Code: What The Changes Mean To You</td>
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<td>Neil Cunningham</td>
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<td>1530 - 1600</td>
<td>Afternoon Tea</td>
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<td>Keynote: Creating Brands in Competitive Markets</td>
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<td>The Panel</td>
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Dinner

Speakers

Executive Director’s Address: Compliance
Tracey Gramlick

Recent issues, such as the ACCC recall of electrical cable and asbestos in imported plasterboard, are timely reminders that non-conforming product (NCP) remains a significant issue to consumers, industry and Government.

The AWA are involved in multiple alliances in which compliance is the focus, these alliances are with the Furniture Cabinetry and Joiners Alliance (FCJA), Australasian Procurement and Construction Council (APCC) and Australian Industry Group (AiG). The projects these groups are working on are gaining momentum and highlighting accreditation schemes as the safe path to compliance.

Tracey will discuss the projects and outcomes to date.

Changes to the Australian Standards and National Construction Code: What It Means to You
Neil Cunningham

The changes to AS 2047 and the referencing of this in the NCC 2015 was implemented on the 1st May and will have impact on your business. Neil will explain in detail the areas of the new standard which will make a difference to your business.

Learn all about the AS 1288 which is currently under review with an amendment pending; the AS 3959 committee is sitting and reviewing the standard with a revision underway; and there are alterations happening on the AS 4420 series.

Movements in Energy and Sustainability
Richard Hamber

Changes to NatHERS

The National Administrator of NatHERS has announced that all of the accredited software packages (including AccuRate, FirstRate5 and BERS Pro) are updating their calculation engine to the CHENATH engine. The update to the engine has implications for the selection, use and compliance for window products when modelled in the NatHERS software packages for compliance with the NCC and BASIX.

LJ Hooker Liveability

Liveability is a collaborative initiative that supports people to live the life they want, sustainably. Founded by the LJ Hooker Sustainability team and supported by a group of top knowledge, council and community partners, Liveability is focused on supporting you to create your best home – healthy, efficient, comfortable and connected to community.

CRC Energy Fit Homes Projects

A collaboration of business and government committed to helping consumers unlock the value of energy efficient homes. Phase 1 is a CRC for Low Carbon Living research project to work with consumers and stakeholders to design a national framework for measuring and communicating the energy efficiency of existing homes.

The Panel

The panel is a Q and A session. If you have questions on the sessions delivered or have a particular question you would like answered by the Panel.

Send your questions in advance to gary.smith@awa.org.au
Prices

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<th></th>
<th>Member</th>
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<tr>
<td>Full Delegate</td>
<td>$270</td>
<td>$320</td>
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<tr>
<td>Sessions Only</td>
<td>$120</td>
<td>$170</td>
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<tr>
<td>Dinner Only</td>
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To book, visit www.awa.org.au/state-conferences

Registrations close 10 June 2015.