

WORK-APPLIED LEARNING *for Change* CONFERENCE

LINKING INDUSTRY, RESEARCH AND EDUCATION

WEDNESDAY 13 – THURSDAY 14 NOVEMBER 2013 CROWNE PLAZA ADELAIDE | ADELAIDE, AUSTRALIA

global centre *for*
work-applied learning

— AUSTRALIAN INSTITUTE OF BUSINESS —



PROUDLY SUPPORTED BY:

ACTION LEARNING, ACTION RESEARCH ASSOCIATION INC (ALARA)



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— AUSTRALIAN INSTITUTE OF BUSINESS —

The **Global Centre for Work-Applied Learning** aims to bring together practitioners, scholars and organisations committed to Work-Applied Learning (WAL) and related areas in Australia and around the world. This meaningful collaboration results in research, industry based projects and publications, all of which will contribute to business and management knowledge and the practice of WAL globally. The **Centre**, as well as being an independent organisation, is also part of the **Australian Institute of Business**—Australia's only private higher education business and management institute approved to offer the full suite of business programmes from BBA to PhD.



Middlesex University's pioneering Institute for Work Based Learning provides research and strategic development of work-based learning across the university. In addition, the Institute partners directly with individual learners and organisations to create bespoke programmes from certificate through to doctorate level. Learning is focused on workplace activities and is aimed to extend workplace skills and the abilities of employees.



Action Learning, Action Research Association Inc (ALARA) was formed in 1991 (as Action Learning Action Research and Process Management Association). ALARA established itself as the world's earliest action research professional association. It was the first to mount World Congresses for this field, bringing together theorists and practitioners with novices, innovators and managers. Renamed ALARA in 2007, the association has now held 8 World Congresses in Australian and International settings, 20 Australasian conferences, and local workshops and seminars for members and their networks.

ALARA produces a twice-yearly refereed Journal, occasional Monographs and World Congress Proceedings. Its membership includes some of the world leaders in Action Learning and Action Research. More information about ALARA is available on www.alara.net.au.

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CONFERENCE THEME

This conference on Work-Applied Learning (WAL) for Change shows how Work-Based Learning (WBL) and WAL results in individual and team learning, including organisational learning and change. The conference also shows the linkage between industry, research and education. This conference will bring together leading practitioners and scholars who will demonstrate the value of learning and application for change in organisations.

CONFERENCE PARTICIPANTS

Senior Managers and their teams will benefit greatly from this conference as it will show them how to empower their managers and leaders to learn, apply and introduce change in their workplace, with the option of undertaking studies leading to undergraduate and postgraduate qualifications. Academics involved in Change Management and Work-Based Learning or Work-Integrated Learning would also find this conference useful. The maximum number of participants will be restricted to about 100.

CONFERENCE PROCESS

As the conference will involve presentations and reflections, its design provides an opportunity for participants to reflect on their own practices and organisational projects in the context of the concepts and real life examples presented.

SPEAKERS



**EMERITUS
PROFESSOR
SELVA
ABRAHAM**

Professor

Abraham is the founder chairman of the Australian Institute of Business (AIB). Over the last 40 years, his focus has been on Work-Based Learning, which he has extended into the concept of Work-Applied Learning (WAL). For the last 17 years, AIB has offered qualifications from Bachelor to PhD—all grounded in WAL and WBL using the research methods of Action Research, Action Learning, Case Research and Reflective Practice.



**PROFESSOR
JONATHAN
GARNETT**

Professor
Jonathan

Garnett is the Director of the Institute for Work Based Learning and Professor of Work Based Knowledge at Middlesex University. Jonathan has twenty-one years' experience at the leading edge of the development and operation of Work Based Learning partnerships at higher education level (Certificate to Doctorate) and has worked with public, private and third sector organisations in the UK and internationally. His current research interests include the development of higher education practice and structures to support employer responsive provision and the use of Work Based Learning to enhance the intellectual capital of employers.



**DR DARYLL
BRAVENBOER**

Dr Darryll
Bravenboer is
Head

of Academic Development at the Institute for Work Based Learning, Middlesex University. He has extensive experience of developing vocational and work-based higher education provision in response to the needs of a wide range of employment sectors in diverse professional contexts. His research interests include the philosophy and sociology of education, higher education policy, fair access, widening participation, lifelong learning and vocational, work-based and employer-responsive higher education. His current responsibilities include building sustainable partnerships with employers to deliver higher-level learning opportunities as well as leading the University's work in developing Higher Apprenticeships.



**TAN SRI
DATO' FNG
AH SENG**

Tan Sri Dato'
Fng Ah

Seng is the founder chairman of Epic Valley Holdings Group, a G8 construction company in Malaysia, and undertakes philanthropic work as chairman of charitable foundation Yayasan Muhibah Dato Fng Ah Seng. Tan Sri Fng holds a degree in Civil Engineering and a Master of Business Administration. He is currently undertaking a doctoral research degree at the Australian Institute of Business. Tan Sri Fng is a key player in the property development industry in Malaysia, employing more than 400 employees through over 20 subsidiary companies. Tan Sri Eng has published and presented papers on Entrepreneurship. He is currently preparing a new book on his contribution as an entrepreneur.



**ANDREW
COOK**

Andrew has a
broad range
of experience

in the insurance industry in Australia and is currently one of the principals of API Insurance Services (API). For the past five years, API has undertaken to move from a general supplier of insurance services to one focussed upon innovatively meeting the insurance needs of target clients. As part of this change process, Andrew championed the use of a fused Action Research/Action Learning approach in order to improve the market orientation of the organisation.



**NATALIE
HOLYOAKE**

Natalie
Holyoake is
a Business

Improvement Manager for BAE Systems Australia, and is currently undertaking a research degree at the Australian Institute of Business. For the past eight years, she has been responsible for helping improve business performance to ensure the organisation can achieve its strategic goals. During this time she has led a number of key improvement initiatives, with her latest passion being the use of fused Action Research and Action Learning (ARAL) as a continuous improvement approach.



BRIAN CARR

Brian is an
experienced
Chief Executive
Officer having

held that role over a period of 30 years at the following Councils: Light Regional Council (2007–present), Liverpool City Council, NSW (1996–2003), City of Tea Tree Gully, SA (1992–1996), City of Elizabeth, SA (1989–1992) and District Council of Wakefield Plains, SA (1982–1989). He is a strategic leader, renowned for rebuilding organisations and resolving complex issues, and holds a reputation for applying a visionary approach to achieve the aspirations of Council and its community. In recognition of his contributions, Brian was appointed a Business Ambassador for the State of South Australia whilst residing in New South Wales.

He is a fellow of Local Government Managers Australia and a retired member of the Chief Officer's Group (Australia and New Zealand) and is currently undertaking a research degree with the Australian Institute of Business.

DAY 1 - WORK-APPLIED LEARNING FOR CHANGE CONFERENCE 2013

TIME	TOPIC	PRESENTER	PRESENTATIONS AND REFLECTIONS
09:00–09:30	WELCOME	GUEST OF HONOUR	
09:30–10:30	From Work-Based Learning (WBL) to Work-Applied Learning (WAL)	EMERITUS PROFESSOR SELVA ABRAHAM <i>Chairman Australian Institute of Business and AIB Team</i>	Drawing from his extensive experience in consultancy programmes over the last 40 years, using Work-Based Learning (WBL), the speaker has recently developed, researched and refined an extension of the WBL model which he has termed 'The Work-Applied Learning model'. During this presentation, the speaker will explain his journey of moving from WBL to WAL and provide relevant examples, assisted by members of the AIB team.
10:30–11:00	BREAK		
11:00–12:30	Work-Based Learning (WBL): Critical Success Factor for Organisations and Individuals	PROFESSOR JONATHAN GARNETT <i>Dean Institute for Work-Based Learning Middlesex University</i>	In order to be successful in the global, knowledge-driven economy, individuals and organisations are required to continually develop new products, services and ways of working. This makes work-based learning (learning through, at and for the purposes of work) a critical factor for success. Middlesex University pioneered the development of work-based learning at higher education level and has a 20 year track record of success in the UK and internationally. This presentation draws upon the Middlesex experience to illustrate how a range of different organisations have used work-based learning to align individual development with organisational objectives.
12:30–13:30	LUNCH		
13:30–15:00	Case 1—Change and Continuous Improvement Using the Action Research/Action Learning (ARAL) Approach	NATALIE HOLYOAKE <i>Business Improvement Manager BAE Systems Australia</i>	In this session, Natalie will present her WAL continuous improvement model which uses a fused Action Research and Action Learning (ARAL) approach with the popular McKinsey 7-S framework. This provides a highly effective continuous improvement approach that facilitates change with learning across multiple parts of an organisation, and at the same time addressing the critical elements of change required in the organisation's structure. In particular, this approach addresses the typical shortfalls of other change methods which are the qualitative, humanistic and social aspects of change; while at the same time providing a methodical and scientific approach that is essential to understand the root-cause of problems.
15:00–15:30	BREAK		
15:30–17:00	Case 2—Light Regional Council: Overcoming the Challenges of Developing and Implementing Strategic Plans Through a WAL Programme—a Regional Council Case Study	BRIAN CARR <i>CEO Light Regional Council</i>	<p>The Light Regional Council (LRC) is a Local Government Area north of Adelaide, South Australia and includes the towns of Kapunda, Freeling, Greenock, Hewett and Roseworthy. The LRC area had experienced substantial growth over the past thirty years, and continuing expansion had resulted in an increase in staff.</p> <p>The LRC recognised that to cope with this growth, its managers would need further development if governance and community engagement was to be successful. As such, they began a process of research and consultancy in collaboration with the Australian Institute of Business (AIB) in order to design an appropriate WAL programme with six of their senior managers to develop and utilise their specific skill sets and to implement the strategic plan for LRC. In this session, Brian and his team share their project and learning outcomes of the WAL programme.</p>

DAY 2 - WORK-APPLIED LEARNING FOR CHANGE CONFERENCE 2013

TIME	TOPIC	PRESENTER	PRESENTATIONS AND REFLECTIONS
09:15–10:30	Case 3—WAL Programme for the top team of Epic Valley Group	TAN SRI DATO' FNG AH SENG <i>Chairman</i> <i>Epic Valley Holdings Group</i>	Epic Valley Holdings (EVH) is a leading housing developer and contractor in the Peninsula of Malaysia that was established in 1997 by the speaker who is currently the Chairman. In order to sustain recent growth within EVH, the management developed a collaborative research and consultancy project with the Australian Institute of Business. This project involved a development WAL programme for senior managers and the Chairman. This presentation outlines the design process of the WAL programme, including the project, process and learning outcomes.
10:30–11:00	BREAK		
11:00–12:30	Case 4—Two Years Later: a Review of the Longer Term Impacts of WAL Using an Action Research-Action Learning Approach to introduce Change in a Small Organisation	ANDREW COOK <i>Insurance Manager</i> <i>API Insurance Service</i>	In this presentation, Andrew will provide an overview of the Action Research-Action Learning model that was developed when introducing a WAL market orientated approach to a general insurance business. Andrew will then reflect upon the initial changes that occurred within the organisation and those changes that have prevailed beyond the scope of the project.
12:30–13:30	LUNCH		
13:30–15:00	Case 5—The Unexpected Benefits of Workforce Development—A Banker's Tale	DR DARRYLL BRAVENBOER <i>Head of Academic Development</i> <i>Institute for Work Based Learning</i> <i>Middlesex University</i>	The global financial crisis has had a devastating effect on trust in the banking sector and also resulted in major upheaval in the working practices of banks in the UK and elsewhere. The Halifax Bank, as part of the Lloyds Banking Group, aimed to regain the trust of its customers and become 'Britain's most recommended Bank'. This aim was planned to be delivered in part by enhancing the professionalism of its local and regional management teams at the same time as restructuring its operations to align its banking practices with those of the wider group. This presentation reflects on a case study of how innovative collaboration between Halifax and Middlesex University has not only delivered an essential return on investment criteria but also started to affect the culture of banking practices in unexpected ways.
15:00–15:30	BREAK		
15:30–17:00	Plenary Session		The plenary will provide an opportunity for participants to raise issues relating to WBL and WAL within their organisations for comment and reflection from the speakers.
17:00–17:30	CLOSING ADDRESS		

REGISTRATION INFORMATION

FEES

Standard Registration

AUD \$925.00 (ex GST) from 17 August 2013

Group Registration (8 or more)

AUD \$825.00 (ex. GST)

Fees stated are in Australian Dollars. GST is void for International Delegates.

REGISTRATION INCLUSIONS

Registration fees include attendance at conference sessions over the two days, arrival tea/coffee, morning and afternoon teas and lunches, a name badge, and a conference program pack.

HOW TO REGISTER

Visit the conference website at <http://workappliedlearningforchange2013.keito.com.au>. From the home page, simply enter your email address and select your registration requirements in the box shown on the right hand side of the screen, continue to follow the prompts, ensuring you check your details carefully. You will receive an email notification to acknowledge receipt of your registration.

Alternatively, you may complete the form provided with this brochure and email or fax it back to the Conference Administrator—Keito Events
Fax: +618 8410 1328 or
Email: candice.sferco@keito.com.au

CANCELLATION POLICY

By completing and submitting the registration form, you are indicating your intention to attend the conference and you will be liable for a cancellation fee if you are unable to attend.

Registration cancellations must be sent in writing (mail, fax or email), to Keito Events. Registration cancellations received up to 21 days prior to the conference will receive a full refund, less a 10% administration fee. Registration cancellations received less than 21 days prior to the conference will not be refunded; however, a substitute delegate may be nominated. Payments made to hotels, tour companies or other related businesses will be refunded at the discretion of the supplier, in line with their terms and conditions.

VENUE

CROWNE PLAZA ADELAIDE

The refreshingly new, award-winning Crowne Plaza Adelaide boasts inspiring style and the perfect location for your next Adelaide break. Centrally located in the heart of Adelaide's CBD, the hotel is conveniently situated on Hindmarsh Square and is Adelaide's newest hotel, offering stunning views with modern facilities and reliable service.

Whether you are travelling for business or looking for a relaxing break, Crowne Plaza Adelaide is the ideal place to stay with many of Adelaide's iconic attractions located right at the hotel's doorstep. Key attractions to enjoy while you're in Adelaide include: the Botanic Gardens of Adelaide; Adelaide Zoo; The South Australian Museum; Adelaide Casino; Rundle Mall; and the Art Gallery of South Australia.

ACCOMMODATION

CROWNE PLAZA ADELAIDE

16 Hindmarsh Square, Adelaide

Phone: +61 8 8206 8888

Website: www.crowneplazaadelaide.com.au

The Crowne Plaza Adelaide is offering a special, competitive accommodation rate for our conference delegates.

Standard King Room—AUD \$190.00 per room per night (Rate is exclusive of breakfast)

In order to receive this special rate, please click on the following link to book your accommodation (follow the prompts)—Crowne Plaza Accommodation Special

ALTERNATE HOTELS LOCATED NEARBY

MANTRA HINDMARSH SQUARE

55-67 Hindmarsh Square, Adelaide

Phone: +61 8 8412 3333

Website: www.mantrahindmarshsquare.com.au

HOTEL RICHMOND

128 Rundle Mall, Adelaide

Phone: +61 8 8215 4444

Website: www.hotelrichmond.com.au

MAJESTIC ROOF GARDEN HOTEL

55 Frome Street, Adelaide

Phone: +61 8 8100 4400

Website: www.majestichotels.com.au/roof-garden-hotel

GENERAL INFORMATION

TRAVEL

Overseas Delegates

Delegates travelling to Australia from overseas must check whether they require a visa. This should be done as soon as possible because it does take some time for visas to be granted. You may visit the website of the Australian Embassy in your country for more information. Visit the following website to find the details of your Australian Embassy: www.dfat.gov.au/missions/. Should you require an invitation letter for your visa application, please ensure you complete the relevant information that you will find when registering.

AIRPORT TRANSFERS

Skylink Airport Shuttle

The shuttle specialises in providing a regular, scheduled bus service between Adelaide Airport and the Adelaide CBD. There are set-downs and pick-ups from most major city hotels. The shuttle service operates every day of the year, except Christmas Day.

For more information, please visit: www.skylinkadelaide.com

LOCAL TRANSPORT

A taxi from Adelaide Airport to the CBD is approximately \$25.00

Adelaide Independent Taxis – 132 211

Suburban Taxis – 131 008

Yellow Taxis – 132 227

ADELAIDE CITY

Australia's most liveable city.

Adelaide is easy to get around. The city rises from the middle of a tree-covered plain, between rolling hills to the east and beaches to the west. With a population of slightly more than one million, Adelaide is the '20 minute city'. The airport is only seven kilometres from Adelaide city. The Adelaide Hills and major beaches are less than half an hour away by car. That's what we call liveable!

TEMPERATURE

For the month of November, Adelaide's mean average daily temperature is 21°C, the average daily minimum is 9°C.

DRESS STANDARDS

Smart casual clothing is suggested for the conference sessions.

NAME BADGES

All registrants will be issued with a name badge at registration. Admittance to all sessions will require presentation of your badge.



CONTACT US

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For further information on the conference,
please contact the Conference Administrator:
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www.mdx.ac.uk