

SUPPORTING YOUR BUSINESS

Allens Training Pty Ltd National Conference
Rydges World Square
14 – 16 May 2020

Sydney



w: allenstraining.com.au – p: 1300 559 064

SUPPORTING YOUR BUSINESS

SAVE THE DATES! - LIMITED NUMBERS GET IN QUICK!

Use this link <https://forms.gle/YF6Z1vBQ5ybwWdW5A> to go to the electronic online booking form, no payment required on booking, sign up today to secure your preferences!

*** 2020 ***

Thursday 14th May to Saturday 16th May

With Welcome Drinks Wednesday Evening 13th May from 5pm

Rydges World Square - Sydney

389 Pitt St. Sydney NSW 2000 – 02 8268 1888

The 3-day event, themed *Supporting your Business*, brings together Allens Training partners and trainers from across Australia, as well as other industry experts, to discuss challenges and opportunities faced in the training industry. In line with ASQA Standards, the conference aims to address three professional development areas:

1. Vocational Education and Training (VET)
2. Training and Assessment Skills and Knowledge
3. Vocational Competencies.

Providing partners and trainers with a professional development and networking opportunity and most importantly, strategies for
Supporting Your Business!

The timing is perfect for a
fully tax-deductible
professional
development activity!

With every conference the bar is raised higher and this conference will be no exception. In recognition of our great range of partners, the conference will have content appealing to both our First Aid trainers and our trainers of other course types. We are taking a fresh approach by running a selection of different exciting sessions, with options to choose from.

Each day of the conference will have a specific theme and structure, not only for topic choice, but also designed for the time poor participants, providing the option of attending one, two or three days. Business development and marketing topics are covered helping partners to build their business and take time out to network and reflect on the future for their business.

Day One – Workshop Day – 14th May 2020

This day will consist of a series of varied workshop sessions over 3 x 2-hour blocks. Attendees will select the workshop of greatest interest to them in each block.

There will be 2 x 30-minute breaks, one for morning tea and one for afternoon tea and a 1-hour lunch break, maximising interaction opportunities with sponsors during these times.

The workshops have been designed to cater for all attendees, whether looking at enhancing the systems available to you to grow your business or enhance your clinical skills, there are options for you. The hardest part will be selecting which option to book in for! Go to the online booking form ASAP, numbers for each workshop are limited!

Book now to avoid missing out! <https://forms.gle/YF6Z1vBQ5ybwwdW5A>

Workshops range from clinically focused topics through to business development and everything in between!

Block 1

- **Hands on First Aid** - A practical workshop delivered by the famous Terry Urquhart! Providing trainers with the chance to experience a more practical model of skill and knowledge delivery.
- **Your Business, Your Future** - Delivered by our business consultant Linda Hailey, this workshop goes beyond simple business planning and will investigate all elements of running a successful business.
- **Mental Health & Suicide Prevention** - Delivered by Johnny Mack, this course will provide information on how to identify, approach and support someone who is experiencing suicidal thoughts and behaviours, using a practical, evidence-based Action Plan.

Block 2

- **Hands on First Aid** - A second opportunity for those who cannot fit into the first session or who chose another subject in Block 1.
- **Getting the Most Out of Training Desk** - Additional skills and knowledge in the use of Training Desk, delivered by the team at Webbernet.
- **Meet with the Team** – Rather than a standard workshop this session will provide participants with the opportunity to book in a one on one meeting with their Partner Manager, Jim Allen or a Conference Exhibitor.

Block 3

- **Science of Sales and Client Services** - Delivered by Linda Hailey. This workshop covers the basics of product marketing e.g. understanding what you are really *selling*, identifying the features and benefits of your product or service and identifying what makes you *special* or *different*. This is followed by practical sales and customer service skills and strategies including tips and tricks for phone calls, face to face meetings and online communication. It will also include a powerful “*system*” for dealing with unhappy or difficult clients.
- **Training Desk Advanced LMS** - Delivered by the team at Webbernet, providing participants with additional skills and knowledge to assist them to create high quality and engaging online learning content in Training Desk.
- **Mental Health Training for First Responders** - Johnny Mack delivers this session to look at how first responders react and deal with the emotional stress associated with attending incidents. Also, to investigate the art of post incident debriefing.

WORKSHOPS SPOTS ARE LIMITED – MAKE YOUR SELECTION – BOOK TODAY!

Day Two – Conference & Gala Ball – 15th May 2020

A more traditional conference day. Professional speakers will cover topics such as Unconscious Bias, Human Resources 101, Cultural Diversity, Emerging and Future Technology in Training, Sales and Marketing Master Class, Business Technology and more.....

This day will have 30-minute morning tea and afternoon tea breaks and a 1-hour lunch break, perfect for socialising and networking.

The day ends with an exciting Gala Ball and our first ever First Aid Standards Australia (FASA) Excellence Awards. Join in on the fun, with drinks, meals and entertainment all for one low price! Reserve your seats today!

Use this link to book! <https://forms.gle/YF6Z1vBQ5ybwwdW5A>

*The focus -
To work on
your
business
not just in
your
business.*

Keynote Speakers and Workshops

■ **Diversity Australia Presents Cultural Sensitivity and Awareness and Unconscious Bias.**

Diversity Australia assists organisations to review how they create an inclusive work culture which values differences and promotes opportunities. Thus, giving employees at every level the skill to make optimum decisions around management of Cultural Sensitivity and Awareness and Unconscious Bias at work and with customers, to improve inclusive leadership and innovation.

Unconscious Bias influences the decisions you make – about people, projects, plans and strategy. An individual's values filter perceptions of experience, especially about what is desirable or undesirable, good or bad. Diversity Australia looks at unconscious bias and how it has such a negative impact in our workplace generally as well as how it introduces irrelevant and incorrect assumptions and associations into the decision-making process particularly around areas of Cultural Sensitivity and Awareness and how it impacts on our view of our customer's needs.

The Diversity Australia workshop will focus on how bias can impact without the awareness of the decision maker and how the most concerning factors about Unconscious Bias is how it effects our views of cultural sensitivity and awareness.

**Diversity
Australia** ■

■ **Workshop Topics Addressed:**

- What is Cultural Sensitivity and Unconscious Bias?
- The New World of UCB and You as an Individual
- Activity – One Minute to Know
- Types of Unconscious Bias and Cultural Awareness
- Why is understanding Unconscious Bias important?
- Activity – Where are you today?
- The impacts of Unconscious Bias; individual, team, organisation and your customers.
- Recognising my own Unconscious Bias and the role it plays in judging cultures.
- Activity – Ageism Line Up Game
- Recognising Unconscious Bias at play in others
- Symptomatic diagnosis of the New Workspace, Workplace and Customers' needs
- Tools and actions to minimise the negative impacts of Unconscious Bias
- Making the Unconscious Conscious and better decisions on marketing
- Using critical introspection and mindfulness to fuel Innovation and Creativity
- Identify strengths and opportunities to improve in All Areas – Marketing, Customer Attraction, Measuring Market Dimensions and Success in Cultural Markets
- Activity – Choosing a New Approach
- Different marketing styles and techniques Legislation and relevant legal considerations that apply to your customers
- Unconscious Bias, Stereotyping and irrelevance of information that influences your marketing decisions
- Body language and sensory perceptions and what imagery tells as a story
- Cultural Sensitivity and Awareness – Understanding and Respecting
- Culture and Ethnicity – a New Approach
- Stereotyping and Racism
- Activity – If you Really Knew Me?
- Goal setting and action planning to improve self and team
- Can we ever completely eradicate Unconscious Bias?
- Inclusion Starts with 'I'
- Activity - Develop Individual Action Plan – STOP – START – CONTINUE

Day 2 - Keynote Speakers and Workshops

- **Linda Hailey** - Linda is a well-known author and speaker on small business, presenting in regional areas, interstate and overseas for government departments, corporate clients, franchise organisations and small business associations. Linda passionately believes it is time we took the pain and stress out of marketing and small business growth.

As a small business consultant, she works with a wide range of businesses to develop marketing strategies that build reputations and business revenue. Her client list includes distributors, service businesses, retail outlets, health professionals, training and recruitment companies, tourism operators, graphic designers and even a funeral director!

Linda works extensively in regional Australia developing marketing plans for small towns and acting as a trouble shooter for small communities who are facing challenges ranging from the closure of major industry to disruptive road works in the main street.

- ***Linda Hailey Presents Winning the Marketing War*** - Linda will be providing a basic intro to marketing and four or five attributes of winning businesses, including, focusing on people not just the product, understanding that not all clients are equal (basic target market segmentation), client service as a business building tool and then the power of image and brand.

See Linda in action: <https://youtu.be/DSUaKtiHqIQ>



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- **Workforce Guardian** - Allens Training Pty Ltd has partnered with Workforce Guardian to provide its partners with the essential HR and employment law solutions they need to achieve good business management and full compliance with Australian laws.

Sean Wilson - Managing Director & CEO of Workforce Guardian - Sean joined Workforce Guardian in 2013. He leads the national organisation to deliver industry-leading HR software and employment law services to thousands of customers and over 300 partners. He also sits on the Board of Directors.

Bio and photo: <https://www.workforceguardian.com.au/ceo>

- ***Sean Wilson Presents - Common HR Issues and How to Avoid Them*** - What Every Employer Needs to Know. Good people management is essential to achieving business success. Compliance with Australian employment laws is also important. To avoid big fines and penalties, expensive back-pay orders and damaging employee claims. As well as personal fines for accessorial liability. This HR talk covers the top 10 things that every employer needs to know and provides practical tips to help you manage HR and compliance with confidence.
- ***Our special offers*** - Allens training providers can save time and money with the following special offers from Workforce Guardian:
 - FREE HR Health Check - To help you identify any risks and opportunities to improve HR in your business
 - 20% SAVING - On any new subscription to our All-In-One HR System
 - Learn more: <https://www.workforceguardian.com.au/allens-training/>



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- **A/Prof. James Mullins** – Assoc. Professor James Mullins is the Chief Technology Officer within the Institute for Intelligent Systems Research and Innovation (IISRI) at Deakin University. He is also a volunteer firefighter, providing inspiration to design and develop FLAIM Trainer™ the ultimate realty scenario fire simulation training device for learning to fight fires safely.
 - ***Professor James Mullins Presents Emerging Technology*** – James will be presenting a session highlighting the latest and emerging technologies that will work their way into the training environment over the next decade.

Conference Gala Ball

The Evening of Day Two will be a Sensational Highlight of the Conference!

Debuting our first ever FASA awards provides us with a chance to showcase and recognise the truly outstanding contribution our trainers make to the delivery of First Aid and Health and Safety courses.



FASA
EXCELLENCE
AWARDS



The Gala Ball will be hosted by non-other than comedian Elliot Goblet!

Elliot first performed stand-up comedy in 1981. In his early days he worked mainly in the comedy clubs of Melbourne & Sydney to develop his unique comedic identity.

After being discovered by Daryl Somers on Hey Hey it's Saturday, he started getting regular exposure on national television variety shows, becoming one of Australia's favourite comedians.

For a sneak preview of Elliot Goblets work:

<https://www.youtube.com/watch?v=FlmnsvTWoYk>

It will be a night to remember!



Day Three – Trainer Boot Camps – 16th May 2020

- **Option 1 - Scope Expansion Boot Camp** - Delegates interested can sign up to one of a variety of scope expansion boot camps. These are designed to give the skills and knowledge required to add the relevant course to their approved scope of training, thus expanding their business.

These units have been selected to reflect areas where Allens Training Pty Ltd have identified there is strong market demand and a relative short supply of trainers. Examples include Assist Clients with Medication, Fire Warden Training, White Card (Construction induction), Asthma and Anaphylaxis.

There will be a selection of units available, some with pre-course study requirements. Exact information will be available on booking.

- **Option 2 - First Aid Boot Camp** - For those not wanting to expand their scope, there will be a special workshop available for trainers to achieve HLTAID001 to HLTAID006** (inclusive) in the one day.

This may assist to fulfil your PD and/or currency requirements. It is also a chance to network and see how other trainers teach.

Pick up ideas to add to your training repertoire!

**These units have pre-course study requirements. Exact information will be available on booking.

Make your selections using the online electronic booking form! <https://forms.gle/YF6Z1vBQ5ybwwdW5A>



Conference Pricing and Deals!

- **Single prices:**

- Day 1 - \$225
- Day 2 - \$225
- Gala Ball - \$95
- Day 3 - \$150

Save with Package deals!

Days 1 and 2 with Gala Ball - **\$515**

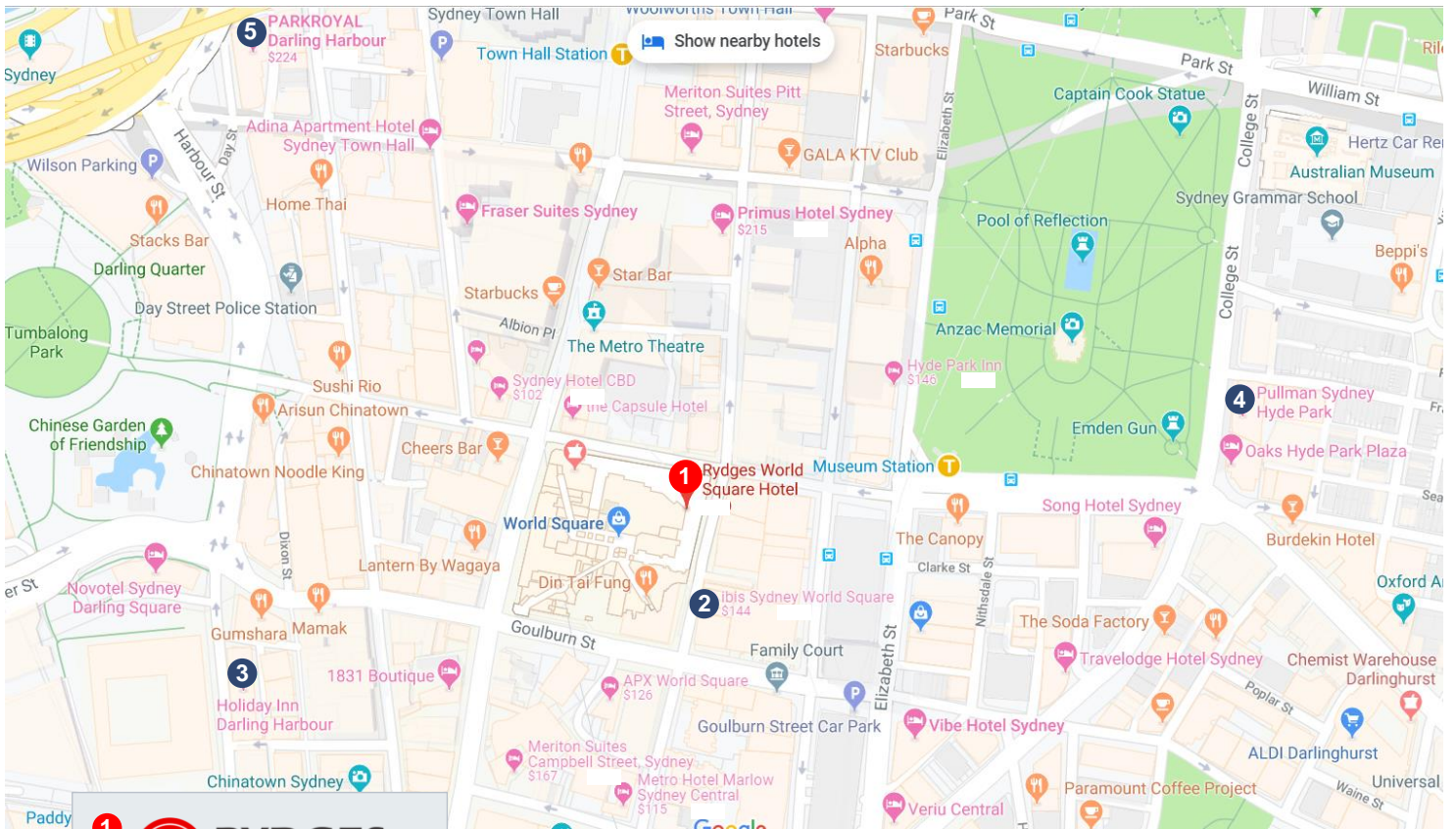
Day 1, 2, and 3 with Gala Ball - **\$650**


Book now, pay later! <https://forms.gle/YF6Z1vBQ5ybwwdW5A>



Places to Stay

Stay at Rydges, or somewhere close by.


Location map for Rydges World Square Hotel Sydney, and examples of other locally based hotels.




1  **RYDGES**
HOTELS - RESORTS

<https://www.rydges.com/accommodation/sydney-nsw/world-square-sydney-cbd/>

2 


ibis Sydney World Square
3 Star – 1 min walk

4 

Pullman Sydney Hyde Park
5 Star – 6 min drive – 10 min walk

3 

Holiday Inn Darling Harbour
4 Star – 6 min drive – 8 min walk

5 

Parkroyal Darling Harbour
4 Star – 7 min drive – 9 min walk

See you there!!!!