



Australian Veterinary Association
VetEd
 Professional development
 for Australia's veterinarians

SOLVING PRACTICE HEADACHES

REGISTRATION BROCHURE

1-4 July 2016

THE GRACE
 SYDNEY

The Grace Hotel
 Cnr York and King Streets
 Sydney NSW 2000



Keynote speaker
 Dr Alison Lambert
 Managing Director of Onswitch



avapm
 Australian Veterinary Association
 Practice Management

ava.com.au/practice-management

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A HENRY SCHEIN COMPANY

Conference introduction

This year the 2016 Australian Veterinarian Association Practice Management (AVAMP) Group invites you to join our world-class conference in Sydney. Sydney the 'harbour' city and recognised around the globe as a leader in knowledge-based economy in the nation.

In July 2016 the AVAPM will bring together like minded professional practice owners, principles and managers committed to striving for 'excellence' in practice management, animal welfare and customer experiences.

Delegates will have access to some of best in the business with leading international and local speakers who will share their knowledge and experience to help you take your Practice to the next level.

Set over the first weekend in July the annual conference offers delegates up to 21 hours of continuing professional development and 21 VetEd points. Our setting for the conference will be within a heritage listed venue located in the heart of Sydney CBD providing stunning beaches, harbour and climate.

Are you looking for ways to reward your practice managers for their tireless efforts, whilst providing investment for them to grow their skills, confidence and knowledge to benefit your practice and clients? If so, the 2016 AVAPM conference is for you.

Can your practice afford not to be present?

About the AVAPM

Australian Veterinary Association Practice Management is a special interest group of the Australian Veterinary Association Ltd. We are committed to helping create successful veterinary businesses and successful veterinary leaders, and we support the work of the AVA to provide services and advice to members about leadership, health and wellbeing.

AVAPM members enjoy a range of benefits in addition to those they enjoy as members of the only national organisation representing veterinarians in the country.



**JOIN NOW
and
SAVE!**

Not an AVAPM member?

Become an AVAPM member and you can attend the conference at the AVAPM member price. Contact members@ava.com.au or **1300 137 309** to join now.

The AVAPM Annual Conference offers delegates 14 hours of continuing professional development over the weekend with an add on masterclass offering a further 7 hours – totalling 21 Vet Ed points over Saturday, Sunday and Monday.



**14 VetEd
POINTS
Sat & Sun**



**7 VetEd
POINTS
Monday**



Conference secretariat: Michael McKeand, *AVAPM Manager*

Australian Veterinary Association Ltd

Unit 40, 6 Herbert Street, St Leonards NSW 2065

T: + 61 (02) 9431 5010 F: + 61 (02) 9437 9068

E: avapm@ava.com.au W: ava.com.au/practice-management



Who will attend?

Practice owners
and
principals

Practice
managers

Up to
100 delegates
are expected
to attend

Venue and accommodation

The Grace Hotel was built by the Grace Brothers in the 1920s as a showpiece of their successful retail business, The Grace Hotel has been beautifully restored to its former glory, making it one of Sydney's most prominent historical landmarks, a fine example of Neo-Gothic architecture with contrasting Art Deco interior.

Located in the heart of Sydney, this heritage-listed hotel is offers warm and personal service with the luxury of a 4 ½ star hotel exuding a unique blend of old world charm with modern comfort to meet the needs of guests today.

The Grace Hotel is superbly located in the centre of Sydney's CBD, on the corner of King and York streets, and is only minutes away from these exciting and bustling hubs; at George Street, Pitt Street Mall, the Queen Victoria Building, Darling Harbour, Martin Place, Circular Quay and The Rocks.

The hotel has a rooftop recreation centre with gym, heated indoor lap pool, sauna and steam room and you can enjoy complimentary WiFi throughout the hotel.

The AVAPM has reserved an open block of accommodation rooms and a special rate of \$210 per night for a superior room is available to delegates.

Please quote code **AVA0716** to access this rate.



The Grace Hotel

Cnr York and King Streets, Sydney NSW 2000
Phone: (02) 9272 6888 www.gracehotel.com.au

Keynote speaker



Dr Alison Lambert

BVSc MMRS MRCVS

Managing Director of Onswitch

Following qualification from Liverpool University in 1989, Alison worked in practice for several years before pursuing a business career with Hills Pet Nutrition and MARS, where she discovered the passion for the customer experience that her award-winning company, Onswitch, is renowned for today. Established in 2001, Onswitch promotes customer-centred practice so pets and horses receive better care; providing research, marketing, CPD and business consultancy with an effective, innovative, straight-talking and client-led approach.

Alison is a lecturer at The University of Nottingham Vet School, teaching Customer Understanding. She is published widely and regularly speaks at key international veterinary congresses and events.

www.onswitch.co.uk

Local speakers



Sue Crampton and Mark Hardwick

Crampton Consulting Group

Sue and Mark have over sixteen years experience solely servicing the Australasian veterinary industry.

With over 240 years of experience in the team, their aim is to work with vets and their practices to develop solutions that work for you, not everyone else.

They provide professional business solutions, in-house training and human resource systems to ensure best practice for veterinary practice owners.



Dr Adele Feakes

Crampton Consulting Group

Since April 2010, Adele's position is Lecturer Veterinary Skills – Practice Management in the School of Animal and Veterinary Sciences (SAVS).

More recently (2015), Adele teaches into the course Research in Entrepreneurship offered by the University of Adelaide's Entrepreneurship Commercialisation and Innovation Center (ECIC).

Adele's teaching and research interests include career sector intent, entrepreneurial intent and development of entrepreneurial capabilities in university students and farmers in developing countries.

Local speakers (continue)



Dr Brian McErlean
MVB MRCVS

Now semi-retired, Brian qualified as a Veterinary Surgeon from Trinity College Dublin in 1978. He arrived in Western Australia in 1981 and was the founding partner in a mixed veterinary practice which grew to employ 7 partners and 6 associates on the outskirts of Perth and retired from practice in 2011. He was also a director of a veterinary wholesale company owned by veterinarians for 11 years and served 4 years as chairman until it was taken over by Provet.

Active in the Australian Veterinary Association for over 30 years, Brian is one of the four trustees of the National AVA Benevolent Fund and is also the Veterinary Surgeon's Board inspector in Western Australia. In 2012 he was appointed Onelife community co-ordinator for the veterinary profession in Western Australia in a government sponsored suicide prevention program. This has dovetailed into the AVA National Mentoring program launched in 2015.

Brian is the 2013 recipient of the Ian Miller Medal which is awarded for services to the profession in Western Australia and received a Meritorious Service Award from AVA in 2014. Suicide Prevention Australia awarded him the National 2015 Suicide Prevention Award for community engagement.



Dr Tony Thelander

Tony graduated from The University of Queensland in 1970 and was principal of the Chermiside Veterinary Hospital in Brisbane for 35 years.

Tony completed an MBA in 1996 and attained his FAICD by exam the following year.

As a life member of the AVA, Tony has served in executive positions at Branch and Division level as well as the ASAVA. He was an inspector of the ASAVA Hospital Accreditation Scheme for 10 years and a director of Provet for 24 years.

Tony became a consultant for ValuVet in 2003 and became Principal and Director in 2007 after retiring from full time clinical practice.

Tony still does one day a week in clinical practice while consulting in all States of Australia with ValuVet and in recent times has led the Hospital Insights Tours in Australia, New Zealand and UK for the AVAPM.



Dr Ron Baker

Married with three children Ron enjoys living and working in South Australia. After graduating a BVSc from Melbourne University in 1981 Ron worked for 15 years in dairy production practice.

When the dairy industry declined in the early 1990's Ron and his wife established a group of 4 small animal practices where his interest in veterinary business developed.

Selling the group in 2007 Ron went on to complete an MBA and became a member of the AICD by examination. He holds a Diploma in property and is a Fellow of the Australian Institute of Management.

Now Manager of the Adelaide Animal Emergency and Referral Centre, Ron teaches business to whoever will listen, presents at veterinary and business conferences and offers a veterinary business consultancy service.

Ron's current business research considers the impact of organisational vision and leadership and pricing strategies on business profitability.

Saturday conference program

Saturday 2 July 2016

8.00am–8.20am	Registration and conference opening (outside of session rooms)
8.20am–8.30am	Welcome and announcements
8.30am–9.30am	Understanding and optimising the customer journey. Session 1: getting noticed How to make it easy for owners to find you, experience excellent care and recruit more new clients through recommendation. <i>Dr Alison Lambert</i>
9.30am–10.30am	Understanding and optimising the customer journey. Session 2: filling the funnel How to make it easy for owners to find you, experience excellent care and recruit more new clients through recommendation. <i>Dr Alison Lambert</i>
10.30am–11.00am	Morning tea and trade opening in exhibition area
11.00am–12.00pm	Understanding and optimising the customer journey. Session 3: customer experience How to make it easy for owners to find you, experience excellent care and recruit more new clients through recommendation. <i>Dr Alison Lambert</i>
12.00–1.00pm	Understanding and optimising the customer journey. Session 4: word of mouth How to make it easy for owners to find you, experience excellent care and recruit more new clients through recommendation. <i>Dr Alison Lambert</i>
1.00pm–2.00pm	Lunch in the exhibition area
2.00pm–.30pm	Navigating for business success – Part one Co an interactive workshop aimed at improving practice outcomes and productivity by sharing real life case studies and provoking discussions to uncover shared thinking on the underlying factors which contribute to success and failure. <i>Dr Ron Baker and Dr Tony Thelander</i>
3.30pm–4.00pm	Afternoon tea in the exhibition area
4.00pm–5.30pm	Navigating for business success – Part two Co an interactive workshop aimed at improving practice outcomes and productivity by sharing real life case studies and provoking discussions to uncover shared thinking on the underlying factors which contribute to success and failure. <i>Dr Ron Baker and Dr Tony Thelander</i>

Sunday conference program

Sunday 3 July 2016

8.00am–8.20am Registration and conference opening (outside of session rooms)

8.20am–8.30am Welcome and announcements

8.30am–9.30am **Train, measure, manage: the tools of success. Session 1: the phone process – how to manage**
Ensuring that your practice is managed efficiently and effectively whilst the team remain productive and motivated and clients are happy. *Dr Alison Lambert*

9.30am–10.30am **Train, measure, manage: the tools of success. Session 2: the phone process – how to measure**
Ensuring that your practice is managed efficiently and effectively whilst the team remain productive and motivated and clients are happy. *Dr Alison Lambert*

10.30am–11.00am Morning tea and trade opening in exhibition area

ROOM 1

11.00am–12.00pm **The framework**
Keys to designing, implementing and managing quality standards and systems into your practice. *Mark Hardwick and Sue Crampton*

12.00–1.00pm **The human factor**
Keys to designing, implementing and managing quality standards and systems into your practice. *Mark Hardwick and Sue Crampton*

1.00pm–2.00pm Lunch in the exhibition area

2.00pm–2.45pm **Train, measure, manage: the tools of success. Session 3: the consult process – how to manage**
Ensuring that your practice is managed efficiently and effectively whilst the team remain productive and motivated and clients are happy. *Dr Alison Lambert*

2.45pm–4.00pm **A happy inclusive workforce is vital to your success however you may be surprised how this is achieved**
Much of the information on team work has now been validated by research. In this presentation we will attempt to look at simple methods that can be used to encourage the whole practice to work as a cohesive, motivated and productive unit that celebrates the victories and negates the failures. *Dr Brian McErlean*

4.00pm–4.30pm Afternoon tea in the exhibition area

4.30pm–5.30pm **Train, measure, manage: the tools of success. Session 4: the consult process – how to measure**
Ensuring that your practice is managed efficiently and effectively whilst the team remain productive and motivated and clients are happy. *Dr Alison Lambert*

ROOM 2

Graduate entrepreneurial intent
So you think I will want to buy your practice (or do I just want to work for someone or a corporate)? *Dr Adele Feakes*

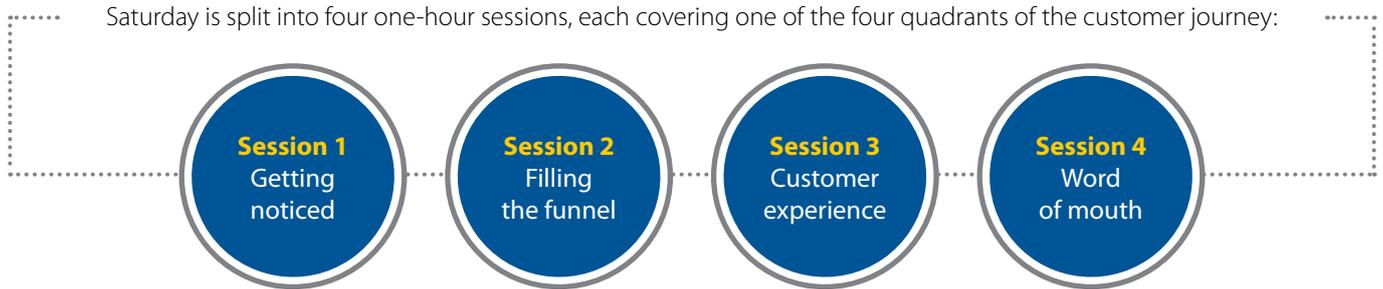
You become a vet to enjoy your job and have a decent standard of living
Find out how to make this a career reality. *Dr Brian McErlean*

Saturday keynote presentation

Day 1 – Understanding and optimising the customer journey

How to make it easy for owners to find you, experience excellent care and recruit more new clients through recommendation.

Saturday is split into four one-hour sessions, each covering one of the four quadrants of the customer journey:



Owners have so many choices when it comes to the care of their pets and horses, why should they come to you? It's no longer the case that you can sit back and wait for them to walk through the door - they will search for advice online, self-diagnose and buy medication through other channels, ask their groomer or yard owner for advice, or even visit your competitors. Assuming they do choose you, if their experience of your practice does not match their expectations then not only will they not return, but they may tell others to stay away too.

There are four key stages to the customer journey, and understanding how to smooth the path for potential clients to find and experience you across each of these is key.

The four sessions will explore basic principles and practical steps in order to help you bring more clients through the door. We'll look at the role of social media, traditional marketing, interpersonal skills and robust practice processes in making your customer experience the very best it can be, and thus giving your practice a significant competitive advantage in the process.

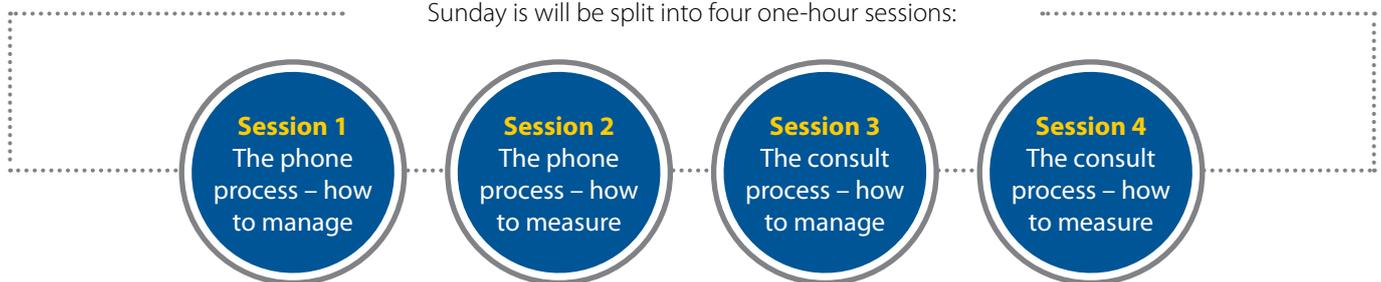
We'll also look at the characteristics and demographics of the next generation of owners and clients, those born around the turn of the century. These Millennial owners have more choice and higher expectations, and the role the internet plays in choosing a practice and finding information on pet health care is huge. Millennials will increasingly make up a larger proportion of your clients and colleagues. To them, searching for information online, instantaneously and on the move is simply the norm. Checking out online reviews and recommendations for a practice is standard behaviour, Googling your practice name (or your name, especially for horse owners) and checking symptoms online before deciding whether to call a vet are all very much Millennial behaviours.

Sunday keynote presentation

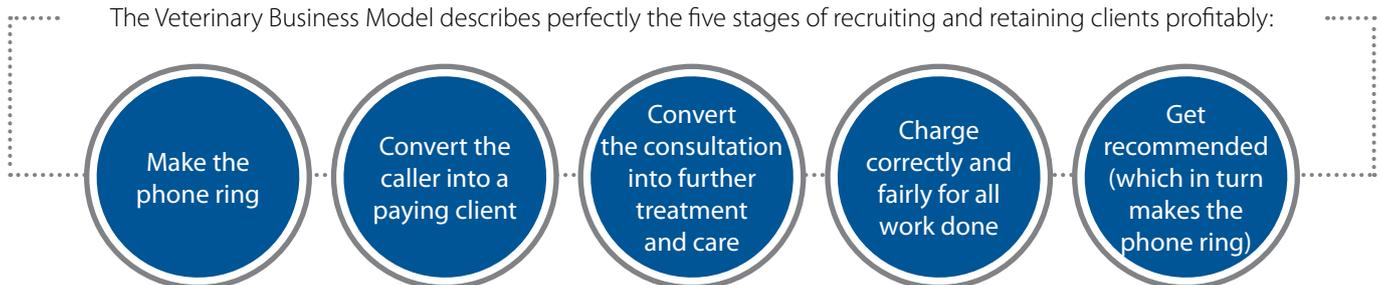
Day 2 – Train, measure, manage: the tools of success

Ensuring that your practice is managed efficiently and effectively whilst the team remain productive and motivated and clients are happy.

Sunday is will be split into four one-hour sessions:



The Veterinary Business Model describes perfectly the five stages of recruiting and retaining clients profitably:



This session will explore how you can ensure that every member of the team is engaged with the practice vision and mission, and consistently delivers excellence at every stage of the customer journey. In order to ensure that standards are kept high, and that further improvements can be identified and tracked, it's vital to Train, Measure and Manage.

Training applies to every single member of the team: 5 small steps telephone skills for the customer care team, 7 steps consult skills for the clinical team, specialist understanding of how best to deal with the unique needs of cat-owning clients and a range of difficult situations (angry clients, disputes over invoices etc.)

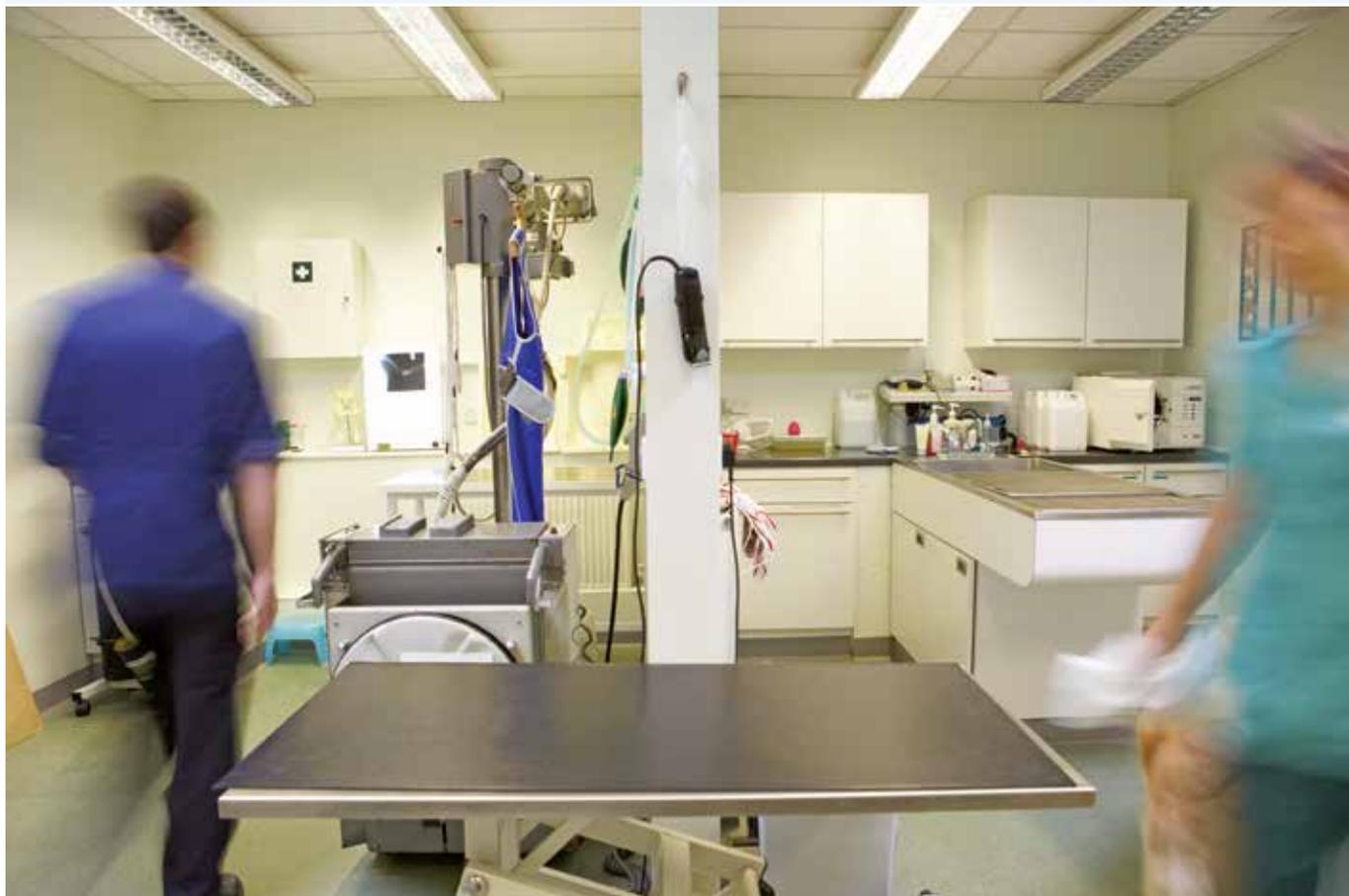
Measuring can be easily done with standard models such as the Net Promoter Score, which measures the likelihood of clients to recommend you - an accurate indicator of their happiness. Vox Pop research records the mood in your local area - what is your reputation, and is it fair? Research can also be undertaken with Key Opinion Leaders who share your clients and who make daily recommendations and 'helpful' comments to them. People such as the cattery owners, tack shop staff and dog groomer. Client and staff surveys also provide a valuable yardstick of feeling and opinion, and when repeated every six months will track improvements.

Managing is perhaps the part that comes least easily to us scientists. Managing people is hard, and this session will share useful tools such as DISC profiling that can help you communicate with and manage your team better. We'll look at the role of development reviews and appraisals and also explore the topic of business management through a useful tool known as the Balanced Scorecard.

Saturday workshop

Who is running your business?

Saturday 3 July 2016, 2.00pm–5.30pm



How often have practice owners heard that you must work ON your practice not IN your practice?

As a sequel to the AVAPM Hospital Insights workshop at the National conference in Adelaide, Drs Tony Thelander & Ron Baker will be presenting two interactive sessions which will take you and your practice manager out of your practice to help you focus on what makes practices more productive and profitable.

Your presenters, Tony Thelander and Ron Baker are practicing veterinarians with a wealth of business and practice management experience. Both gentlemen have visited scores of practices throughout Australia and overseas and are actively involved in analysing veterinary businesses in depth and consulting in the practice management field.

The program will consist of two sessions where a series of case studies (with real life practice management scenarios) will be presented for the delegates to analyse as a group and to provide workable solutions to the practices' problems. Some of the problems that will be presented will involve financial management, monitoring, marketing, leadership, staffing, HR issues and strategic planning.

By analysing real life, every-day practice management problems, these sessions will give delegates the tools and problem solving skills (used by Tony & Ron) to take home to analyse and better manage your own practices.

Session requirements include a calculator (smart phone will do), some business cards (so you can share ideas afterward) and an open mind on the way you run your business.

Monday masterclass

Measuring performance, setting benchmarks, achieving success. *Dr Alison Lambert*

Monday 4 July 2016, 9.00am–4.00pm

This full-day workshop will share case studies and practical examples to help you apply the theory in practice. Over the course of the day, through a series of hands-on sessions and workshops we will look at how you can implement the theory of Train Measure Manage back in practice.

The day will be split into three parts:



The telephone is key to your practice: 90% of initial client contact happens in this way, and fundamentally the objective of all your marketing activity is simply to make the phone ring. We'll look at how you can identify when the busiest times are, and ensure that your team and processes are equipped to cope.

Small animal practices should aim to convert at least 40% of incoming calls into paid consults (80% in equine practice). Measuring telephone customer care performance and setting benchmarks is key to driving improvements, and the Index is a proven model to measure and drive this key business metric. This session will feature the first presentation of Index telephone data collected over six months from Australian veterinary practices, and will compare this data with that from the UK and Ireland.

We'll look at the role of the internet and social media, exploring the tools available to get the most business benefit out of Facebook. Case studies of UK practices that have applied the principles of Train Measure Manage to great effect will be shared so that you will leave the day enthused and equipped to go back and really make a difference at every level of your practice.

Social program

Annual General Meeting

Friday 1 July 2016, 4pm–5.30pm



Welcome reception

Friday 1 July 2016, 6pm–8pm

Come and relax before the commencement of the conference with drinks and canapés. Catch up with friends, meet some new peers and browse the exhibition stands.

The reception will be held at the exhibition stands which is located on Level 2, outside the Wilarra-Kirrala plenary room.

\$50 per person
(complimentary for all delegates)

Conference dinner

Saturday 2 July 2016, 7pm–11pm

The Conference Dinner will be held at the Grace Hotel and surprise entertainment has been organised. It includes a three course meal and beverages.

\$150 per person
(complimentary for full and early bird registrations)

You may purchase an extra ticket for your partner/spouse.

Conference pricing

Registration type. All amounts are in Australian dollars and include 10% GST	AVAPM members	AVA members	AVA non-members
Early bird < 3 June 2016	\$999	\$1099	\$2198
Full conference registration (Saturday, Sunday and Monday)	\$1399	\$1499	\$2998
Single day registration only (does not include dinner)	\$599	\$699	\$1398
Social event registration			
Friday night welcome drinks (free to all delegates)	Free	Free	Free
Friday night welcome drinks extra guest (adult) pp	\$50	\$50	\$50
Saturday night dinner – free to full paying delegates (vets / practice owners)	Free	Free	Free
Saturday night dinner extra guest (adult) pp	\$150	\$150	\$150

- * *Friday night drinks complimentary for all delegates*
- * *Saturday night dinner and teas included for full weekend paying delegates only*
- * *Accompanying guests to pay for social functions.*



Registration

- » Regrettably no refunds can be made for cancellation less than 20 days prior to the commencement of the event, although delegate name may be changed;
- » Accommodation is not included in registration prices;
- » Program and other event details are subject to change. AVA is not liable for any loss of expenses incurred as a result of program changes.

Privacy statement

The Australian Veterinary Association (ABN 63 008 522 852) ("AVA") respects the privacy of individuals and acknowledges that the information that you provide on the form is 'personal information' as defined by the National Privacy Principles as set out in the Privacy Act 1988 (Cth) and the Privacy Amendment (Privacy Sector) Act 2000.

Collection, use and disclosure of your personal information

AVA may collect and use your personal information in order to a) process your registration; b) conduct the Conference; c) display images taken at the Conference; d) conduct customer evaluations and market research to improve the quality of our products and services (including the Conference); e) communicate with you generally in relation to our services, as well as promotional and general activities; and f) comply with our legal obligations. You acknowledge and agree that your personal information may be disclosed for the above

purposes to organisations outside AVA, including a) service providers and sponsors engaged by the AVA from time to time; and b) our related bodies corporate. We will also disclose your personal information to government, regulatory and law enforcement authorities and organisations, as required or authorised by law.

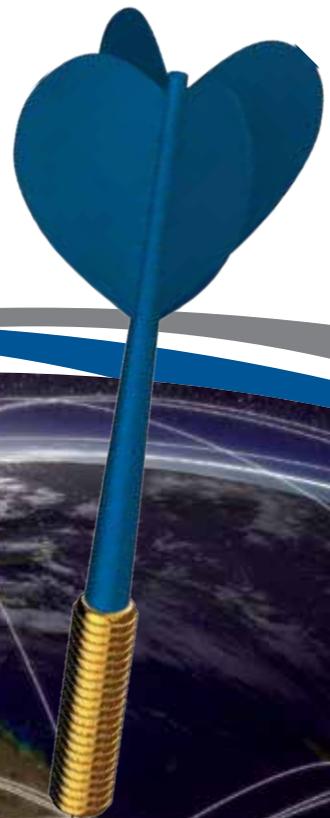
We may also disclose personal information where the individual consents to us doing so; consent may be written, verbal or implied from your conduct. If you would like to know more about our privacy policy and procedures or if you wish to seek access to or to request correction of any personal information we hold about you, or to opt-out at any time, please contact us at members@ava.com.au.

Please note that for the purpose of the Conference, AVA and its events manager also intend to make your name, practice / employers and contact details available to other conference registrants and exhibitors.



avapm

Australian Veterinary Association
Practice Management



As a result of the continued success of the exclusive AVAPM Practice Insight tours to:

Perth WA, Sydney NSW, Adelaide SA, Melbourne VIC,
New Zealand South Island, Kent UK, Gold Coast QLD and Tasmania

we are now taking expressions of interests for upcoming insight tours
in late 2016 and early 2017.

If you would like to find out more please email avapm@ava.com.au



Your name:
Practice Address:
Number of persons to attend:
Preferred time: 2016 or early 2017





SOLVING PRACTICE HEADACHES

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

1-4 JULY 2016

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CNR YORK AND KING STREETS SYDNEY NSW 2000



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