

# Heading Towards Utopia

**AHRI** WA Conference  
19 May 2023  
Optus Stadium

STATE SPONSOR



Department of Planning,  
Lands and Heritage

LOCAL SUPPORTER



# Conference Program

This one-day event is all about ‘choosing your own adventure’ as we develop customised roadmaps, heading towards “Utopia”.

Whilst we all know the definition of Utopia, in this context it is more about aspiring towards something greater, rather than perfection, as that is a goal that is unattainable and not always an optimal outcome.

Throughout the course of the day, you may find that you are already heading in the right direction, or possibly in the opposite way! There is no right or wrong position. Having time to reflect on where you are now and where you want to get to, is all part of our professional journey.

Select the sessions that will best guide you on your own journey as we share ideas and gain new knowledge and practical strategies to implement in the workplace.

## **INNOVATE AND EVOLVE**

Hear the latest concepts and approaches shaping the future of HR and how we weave those elements together to drive business and people outcomes in the workplace.

## **WORKPLACE EXPERIENCES**

Gain insights and strategies to develop HR initiatives that improve experiences and create workplaces where people thrive and cultures flourish.

## **BUILD YOUR TOOLKIT**

Get practical advice on all the key changes that are occurring in workplaces that could impact HR or your organisation.

	INNOVATE AND EVOLVE	WORKPLACE EXPERIENCE	BUILD YOUR TOOLKIT
TIME	TOPIC/ACTIVITY		
8.45am	Registration		
9.15am	<b>Welcome and Introduction</b>		
9.30am	YOUR UTOPIAN JOURNEY: PART 1		
	Talent Marketplace	Hybrid working: challenges and opportunities	Workplace complaints: understanding the intersection between WHS and HR
10.10am	YOUR UTOPIAN JOURNEY: PART 2		
	Biometrics in HR	Is culture really all it's cracked up to be?	Unravelling the secrets to tech implementation
10.45am	Morning Tea		
11.15am	<b>Lean Coffee Activity</b> <i>No, this is not about less sugar or caffeine in your coffee but more an activity that will surface the topics of greatest interest through crowd surfing for us to discuss in more detail. We could spend the whole time talking about one topic, or a multiple of topics but that all depends on the crowd!</i>		
11.55am	YOUR UTOPIAN JOURNEY: PART 3		
	The AI Revolution	Designing workplace experiences, for big impact!	Reignite You! How to rejuvenate your energy and re-inspire yourself for your people
12.30pm	Lunch <i>Meet with industry vendors to collectively address the challenges we might expect to face on our journey towards Utopia.</i>		
1.15pm	<b>Co-Design Activity</b> <i>We all talk about having time to solve problems; how we'd love to have on hand a room full of knowledge and expertise to pull problems apart, share insights and find solutions. Well, that is what this activity is designed to do – we'll identify a problem that is front of mind, with the intention of walking away with a solution.</i>		
1.55pm	YOUR UTOPIAN JOURNEY: PART 4		
	A blueprint for successful workplace change	From hairdressing to HR: my journey of employee experience	Understanding multi-enterprise bargaining under the Fair Work Act
2.35pm	YOUR UTOPIAN JOURNEY: PART 5		
	Diversity and inclusion: a fireside chat	Candidate experience and care: but why should we?	Building a transformative employer brand strategy
3.15pm	Afternoon Tea		
3.40pm	YOUR UTOPIAN JOURNEY: PART 6		
	Five critical components of effective leadership development programs	How a graduate program has become a key lever for talent	Building strong workplace culture with recognition
4.15pm	<b>Closing Session</b> <i>Finishing our journey for today but not for tomorrow, highlighting some of the key insights and learning we have unearthed throughout the day.</i>		
5.00pm	Networking Drinks		



# TALENT MARKETPLACE



**Matt Thomas, Executive Manager, Program Delivery TA/HR, Commonwealth Bank**

Matt is a seasoned HR professional with over 20 years of experience across various industries. He is currently at Commonwealth Bank and has previously served as the GM People & Culture at Racing & Wagering WA for eight years. He is passionate about creating memorable employee experiences and driving HR digital transformations. Matt has achieved industry recognition for his work, including being a finalist for HR technology awards and winning the HRD Innovative HR team award. He is also committed to promoting inclusion and diversity and has mentored through the AHRI and Pride Professionals programs.

We all know the challenges that organisations are facing around retention and attraction of talent, and as Australia's largest employer in the banking industry we aren't immune to the same challenges.

As referenced by Josh Bersin, renowned HR Tech Futurist, *"The world of work today demands flexibility and mobility. In a world where skills and roles change rapidly, old-school talent management is no longer sufficient."*

This session is designed to share CBA's journey in implementing Talent Marketplace, how we navigated the many challenges and how this has reshaped how our people consider careers.

- ✔ **Build your understanding of what a Talent Marketplace is.**
- ✔ **Understand the value of skills as the new currency in building careers.**
- ✔ **Learn how a Talent Marketplace can support broader people and business outcomes.**

# BIOMETRICS IN HR



**Prof. Billy Sung**, *Professor of Consumer Psychology & Neuroscience, Curtin University*

Billy is an award-winning Professor of Consumer Psychology and Neuroscience at Curtin University, specialising in consumer research, neuromarketing, and biometrics. He has consulted for numerous local and multinational industry partners and his research focuses on the study of emotion and psychophysiological methodologies in psychology, marketing, health, nursing, and robotics. Billy also founded the Consumer Research Lab at Curtin University, which uses biometric measures such as eye tracking, facial expression, and brainwave analysis for consumer research.

Recent advancements in biometric and neuroscience technologies have provided promising avenues to better understand conscious and unconscious psychological mechanisms that underlie human behaviours.

This session will provide an overview of biometric innovations including eye tracking, pupillometry, facial expression, and brainwave.

By examining use cases of biometrics in other disciplines such as marketing and health, the session will also explore the potential applications of biometric innovations in human resource management contexts including personnel selection, training, workplace wellbeing and productivity.

➤ **Evaluate different biometric technologies and how they measure different psychological mechanisms including attention, emotion, and cognitive processing.**

➤ **Explore the potential application of biometrics in HRM.**

➤ **Discuss potential biometric innovation that can enhance personnel selection, productivity, satisfaction, workplace wellbeing, and training.**

# THE AI REVOLUTION



**Nicola Veal** *MHRM, B Com, Manager Human Resources, Brunel Australasia*

Nicola is an experienced Human Resources Manager with a Masters in HR Management and over 10 years of experience across emergency services, law enforcement, aged care, and IT. She currently leads several projects exploring the potential impact of generative AI on HR and the future workforce. Nicola's agile, outcome-focused leadership style is shaped by her passion for people and diverse work experience with organisations both resistant to and at the forefront of workplace innovation. She is presently leading the HR function at Brunel Australasia and contributing to the group's global vision.

This session will be an interactive presentation, introducing the concept of Generative AI and explaining what it is and common tools in use.

Through a live activity we will showcase this type of tech, using Chat GPT to complete tasks.

We will be exploring its application in HR, the ethical considerations, and what this means for the future of work, the evolution of job types and roles, and the application of scientific thinking in everyday activities.

➤ **Understand the trends and tools in generative AI.**

➤ **Consider the impacts on the future of work.**

➤ **Learn how HR can leverage AI.**

# A BLUEPRINT FOR SUCCESSFUL WORKPLACE CHANGE



## **Prina Shah, Global Team, Leadership and Organisational Culture Optimisation**

Prina is a Global Coach, Consultant, Trainer and Keynote Speaker with 20+ years of experience in strategic people and culture roles. She specialises in executive, leadership and team development and consulting projects to optimise organisational cultures. Prina brings a wealth of practical experience and corporate knowledge to support global clients, and is the founder of the Ways to Change the Workplace Podcast and movement.

Managing workplace change is a crucial element of HR's role in helping organisations to adapt and thrive in today's rapidly evolving business landscape.

When done successfully, it enables companies to stay competitive, improve productivity, foster innovation, and create a positive work environment where employees feel empowered and engaged.

This session will identify the factors that can help or hinder change and uncover the unique quirks of your organisational culture that can impact your change efforts.

➤ **Hear how to apply the Ways to Change the Workplace blueprint to large or small changes.**

➤ **Understand the wider systems of your organisation that drive or hinder the changes.**

➤ **Learn how to tap into the right people for your change project.**

# DIVERSITY AND INCLUSION: A FIRESIDE CHAT



**Scott Alderson**, *Director of Sales, Hotel, Events & Conferencing, Perth Crown Resort*

Part of the Crown Perth Pride Committee for 4 years, and currently co-Chair of both the Perth committee as well as Crown Resorts first national committee. Scott helped to establish Crown's annual Pride Lunch each November, hosting over 650 guests to discuss topics on inclusion and diversity in the corporate and sporting spaces. His work as a visible ally in Crown saw him being invited to attend the World Pride celebrations this year in Sydney, and along with the rest of Crown's national committee he is now helping drive Crown's first Pride Action Plan to increase training, support and visibility for LGBTQ nationally.



**Sam Allen-Rowlandson MAHRM**, *Manager, Organisational Development, Roy Hill*

Sam has 20+ years of experience in Learning and Organisational Development across the UK, Australia, and the UAE, predominantly in the global resource industry. She is a transformational leader, facilitator, and coach with a passion for driving diversity, equity, and inclusion. Sam is experienced in implementing learning, cultural and behavioural change, talent and succession initiatives, and building high-performing and diverse teams to deliver outstanding business results. She is also an executive menopause coach, passionate about building awareness and influencing change in this area.

Diversity and inclusion are more than policies, programs, or headcounts.

Equitable employers outpace their competitors by respecting the unique needs, perspectives, and potential of all their team members. As a result, diverse and inclusive workplaces earn deeper trust and more commitment from their employees.

According to McKinsey, ethnically diverse companies are 35% more likely to financially outperform their industry peers. So if we know these are the outcomes, why is progress still challenging?

This session will hear from two leaders in their space to explore how they have got where they are now.



# FIVE CRITICAL COMPONENTS OF EFFECTIVE LEADERSHIP DEVELOPMENT PROGRAMS



**Dr Darja Kragt, Director, Leading Lab**

Dr Darja is a Leadership Scientist, lecturer, consultant, program facilitator, speaker, and coach. Dr Darja's strengths are in research and translating insights into effective practices, promoting a research-based approach. She has worked with government departments, resources sector companies, global consulting firms, and academic institutions. She designs and facilitates leadership development workshops and programs for professionals, MBAs, and executives in Australia and Europe. Her research expertise is highly sought after, and she works with clients worldwide.

Leadership development programs are an essential part of any organisation's success. But what makes a leadership development program effective?

In this session, you will learn about five research-based components necessary to achieve individual and organisational outcomes in leadership development: strategy, design, assessment, evaluation, and systems.

Dr Darja will demonstrate how research evidence can be used to devise practical solutions to improve leadership development programs' effectiveness, engagement, and ROI.

- **Explore the latest research and applied trends in leadership development.**
- **Consider how leadership development is done in your organisation.**
- **Hear a unique perspective on leadership development, firmly grounded in research evidence.**

# HYBRID WORKING: CHALLENGES AND OPPORTUNITIES



**Michael Shortill, Director, People Advisory Services, EY**

Michael is a Director within the Perth People Advisory Services team where he specialises in People/HR focused projects including organisation design and restructuring, workforce strategy, process and performance improvement, change management, and strategic capability assessments. Combining experience from consulting and corporate roles, Michael has worked across multiple industries to improve the employee experience. Michael will share insights from recent EY research and his personal experience leading diverse and hybrid teams.

*“Nine out of 10 employees believe that flexibility in where and when they work is critical to establishing a positive work experience” (EY research).*

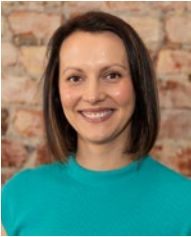
As we look to the future, the most successful companies will take action to reimagine the workplace, meet evolving employee expectations and reduce costs of operation.

Emerging trends in technology, workplace design, hybrid work and collaboration models will provide the agility needed to help organisations reimagine the workplace.

This session will focus on the impact and the opportunities created by hybrid working.

- ▲ **Gain a better understanding of the challenges that can arise due to different expectations of employers and employees.**
- ▲ **Learn about the policies and practices that can mitigate hybrid working challenges.**
- ▲ **Develop an awareness of the workplace, practices and culture features that need to be considered.**

# IS CULTURE REALLY ALL IT'S CRACKED UP TO BE?



**Marija Andacic**, *Regional People Manager, Ramsay Health Care*

Marija is an experienced, dynamic and trusted professional with a demonstrated history of working across the public service, health care, manufacturing, media, and not-for-profit industries with varying complex occupational and geographical groups. Marija is also a leadership mentor and coach with WA Police and Senior Executives, and a regular contributor to national and state-wide conversations on leadership, which includes cross-sectoral participation.



**Yvette Gledhill-Powell**, *Manager People, Iluka*

Yvette is an experienced Human Resources professional with expertise spanning the Asia Pacific region, with a key focus on the areas of culture, future workforce, employee & industrial relations and talent. Yvette is particularly passionate about Diversity and Inclusion ensuring it is not a tick the box exercise. Her sector experience includes government, technology and resources, with the last 10 years spent working with industry heavyweights such as Roy Hill and BP. She currently leads the People team at Iluka, which is at a pivotal period in its growth.



**Trina Sunday**, *Founder & CEO, Reimagine HR*

Trina has 25+ years experience working in Human Resources, Organisational Development, Marketing and Events Management. She has worked in the UK, Asia and Australia and uses her unique experiences and networks to generate and explore new HR thinking. Trina loves working with HR teams and business leaders who want to do things differently. She has a passion for building confident, capable and business savvy HR teams who are valued, influential and impactful in their organisations.

We all know the benefits of establishing a great culture in a workplace – increased retention, elevated productivity, a strong employer brand to attract talent.

Can we really link these outcomes to culture though, or is it something else? How do you ensure that the culture is not just values and purpose on a page?

This panel session is intended to really explore and discuss the truths, the myths, and the perspectives from three HR experts.

# DESIGNING WORKPLACE EXPERIENCES FOR BIG IMPACT!



**Olivia O'Connor**, *Chief Experience Officer, Liv by Design*

Olivia, founder of Liv By Design, helps organisations accelerate their impact through people-focused strategies. With 20+ years of experience across industries, she unlocks potential in leaders and teams through evidence-based practices for engagement and organisational success. Her initiative, The Collaboration Project™, transforms organisations through connection and new ways of working. Olivia shares her expertise on experience design for real business outcomes and employee well-being.

Talent acquisition is taking longer and getting harder and it's dominating workloads for HR teams, restricting your ability to be effective and drive change.

With 72% of Australian employees currently unhappy at work, workplace experience is being prioritised as a vital component to business success. However, many organisations start in the wrong place and in the wrong way, meaning it takes little to no effect and the initiatives are quickly abandoned. There is a better way.

This session is an introduction to the key elements of how improving the experience of work can turn this around and how you can be the one to lead that change.

- ▲ **Understand why experience is on the tip of everyone's tongue.**
- ▲ **Gain more bang for your buck as we explore the benefits of experience design.**
- ▲ **Learn the key “do nots” of EX design, and what to do instead.**

# FROM HAIRDRESSING TO HR: MY JOURNEY OF EMPLOYEE EXPERIENCE



**Julie Jardine, Manager, Organisational Development, ATCO Australia**

Julie is a values-driven Learning and Organisational Development professional with extensive experience developing people leaders to support culture, capability and change projects via learning, behaviour change and communication. She is committed to engaging facilitation style and utilises coaching and conversations to deliver inclusive leadership, creativity and exceptional relationships to improve learning, collaboration, innovation, and employee capability. Julie is passionate about challenging people and organisations to perform better, leading through uncertainty, managing ambiguity, and always learning.

This will be an engaging and fun presentation that creates an understanding of employee experience, and the impact it has on individuals within your organisation.

Julie's storytelling will take you on a journey of her career to date, sharing key insights she has learned along the way.

Julie will share what EX means on a personal level, why it matters, and how she incorporates it into work.

- **Hear the current trends in HR and how they may impact the employees of your organisation.**
- **Learn how to think like an employee to empathise and understand their needs.**
- **Feel empowered to make one small change that has a huge impact on EX when you return to work.**

# CANDIDATE EXPERIENCE AND CARE: BUT WHY SHOULD WE?



**Tamaryn Bliss**, *Head of Talent Acquisition APAC, Sourcing & Employer Brand, Citi*

Currently the APAC Head of Talent Acquisition for Sourcing & Employer branding at Citi. Tamaryn is an experienced Talent Acquisition practitioner with broad HR exposure, leading strategic projects in the attraction, engagement and acquisition of talent across APAC. She has special interest and involvement in attracting diverse talent, value proposition and employer branding, future of work strategies, internal mobility and Early Careers strategy. Tamaryn has worked globally in HR across EMEA and APAC with a current HR Leadership role in APAC.



**Karly George**, *Global Lead – Candidate Engagement & Recruitment Marketing, BHP*

A recruitment professional with over 15 years experience, Karly is responsible for candidate engagement and recruitment marketing across all of BHP's global assets.



**Chris Lloyd**, *Project Delivery TA Operations, Commonwealth Bank*

A Talent Acquisition Head with over 15 years of international experience across Oil & Gas, LNG, Banking, Finance, Technology (Fintech) and Digital markets, Chris has worked with global organisations (NYSE, S&P 100, and ASX top 10). He has provided advice to Executive Management on international ventures, high profile projects and lead teams in design and implementation of innovative and cost efficient Talent solutions.



**Jessica Smith**, *Group TA Manager – Australia & Philippines, TSA Group*

Currently the Group TA Manager (Australia and Philippines) for the TSA Group. Jessica is a senior HR professional with over 12 years experience in talent acquisition, training, people and culture, and generalist HR. Her prior professional experience includes leadership roles across multiple industry sectors and well known brands such as Commonwealth Bank, Minderoo Foundation, Woolworths and Murdoch University.



**Bianca Starcevich**, *Owner/Director, Humanitas HR*

Experienced People & Culture Executive with a demonstrated history of working across a diverse range of industries from retail to mining, banking and startups. The common thread was a passion for creating great places to work. Bianca spent 14 years with Bunnings where she was on the Executive team, leading a team of 400 People and Culture and Safety specialists across Australia and New Zealand supporting over 45,000 team members. Bianca is a strong believer in the importance of a great culture to drive strategy, enabling sustainable business success.

In the current market climate of inflation, global supply constraints and talent scarcity, is candidate experience really that important for our business stakeholders to consider? Why should they care?

In this session our panel will discuss the importance of focusing on “Candidate Experience”, the benefits and the practical examples of how to apply it within your organisation.

# HOW A GRADUATE PROGRAM HAS BECOME A KEY LEVER FOR TALENT



**Lesley-Anne Hayes, Woodside Energy**

Lesley-Anne is a HR professional with over 15 years' experience in Human Resources, working mostly in the resources industry. Lesley-Anne specialises in strategic, generalist HR support and is a subject matter expert in major project ramp-up resourcing, in recent years working in the graduate recruitment Talent Acquisition space. Currently at Woodside, engaged as a Senior HR Business Partner, Lesley-Anne has held previous roles in Woodside Energy in Talent Acquisition, leading the student pathways, scholarships programs and campaigns.

Over the past couple of years, we have seen the rise of graduate programs within organisations and there is no surprise why this evolution is occurring.

Demand for graduates is at its highest level in history, with companies sharply increasing the number of graduates they signed on to start in 2023.

There are many far reaching benefits of a successful graduate program so this session is designed to give you a practical insight into how Woodside navigated their journey and have reaped the rewards.

▶ **Hear how to engage student talent early and consider if your business has the correct pathways in place to feed the future talent pool.**

▶ **Learn more about the merits of scholarship programs to feed talent pipelines and engage social investment partners to meet hiring metrics.**

▶ **Understand the importance of making recommendations for improvements to meet current and future work requirements.**

# WORKPLACE COMPLAINTS – UNDERSTANDING THE INTERSECTION BETWEEN WHS AND HR



**Beth Robinson, Partner, Kingston Reid**

Beth is a Partner at Kingston Reid, Australia's largest specialised workplace relations and safety law firm. She provides strategic advice on employment, industrial and safety law, representing clients in litigious matters. Beth is known for her practical, solutions-focused advice, advocacy for clients' interests, and her ability to respond quickly to critical and complex incidents. Kingston Reid has been recognised as a Tier One employment, WHS, and immigration firm in WA, and its Perth partners are ranked as leading lawyers across these categories.

With the increased focus on psychological health as a safety matter, the lines between HR and WHS have become blurry.

Understanding and reconciling the key differences between HR and WHS matters, and the differing legal obligations, is now critical in ensuring that workplace issues are addressed properly.

This session will help draw out the issues and provide guidance for HR practitioners on how to navigate this evolving landscape.

- **Understand the intersection between WHS and HR.**
- **Understand the key legal duties and drivers.**
- **Thought starters on how to develop aligned and integrated processes.**



# UNRAVELLING THE SECRETS TO TECH IMPLEMENTATION



**Andrew Szmytka**, *HR Tech / Customer Success Strategist*

Andrew is an experienced HR tech expert and business consultant, having worked with numerous clients to successfully implement technologies such as video interviewing, AI assessments, scheduling, and chatbots. He is recognised as a trusted advisor in the HR tech industry, collaborating with clients globally to provide tailored guidance and support for successful HR tech implementations. Andrew's love of travel and diverse cultural experiences inform his consulting work, allowing him to provide exceptional service to organisations of all sizes.

Explore the secrets to successfully implementing HR tech in your organisation.

Through case studies and visual aids, you will learn practical strategies and insights to optimise the benefits of HR tech and improve overall employee satisfaction.

This session will cover the importance of assessing your HR needs, pre-implementation planning, and ongoing support to ensure a smooth implementation process.

- **Gain a deeper understanding of the importance of HR tech in modern HR practices and the benefits it can bring to your organisation.**
- **Learn practical strategies for assessing your HR needs, pre-implementation planning, and ongoing support to ensure a successful implementation process.**
- **Explore real-life case studies and visual aids to help you apply the knowledge and insights gained in this session to your organisation's specific needs.**

# REIGNITE YOU! HOW TO REJUVENATE YOUR ENERGY & RE-INSPIRE YOURSELF FOR YOUR PEOPLE



**Cindy Kennedy**, *Owner/Director, Shine Consulting*

Cindy is a certified high-performance coach specialising in presence, influence, and personal impact teachings for women and emerging leaders. She created two programs: Rise to Shine™, a leadership program for professional women, and Leadership Mojo™, which helps organisations establish a workforce based on wellbeing, connection, and service. As a leadership consultant, Cindy assesses and builds workplace cultures for businesses worldwide. She also serves as a TEDx speaker coach, professional speaker, and is a board member of her local school.

Burnout, exhaustion, and depleting enthusiasm are real issues for HR professionals.

Being the guardians of all things “people” places the impact of your presence and energy at a higher level of expectation than most.

Learn how to re-calibrate quickly and prioritise yourself in a world of serving others.

- ▶ **Hear about the four dimensions of energy.**
- ▶ **Understand why prioritising yourself is the key to influence and impact.**
- ▶ **Learn how to take control of your time back.**

# UNDERSTANDING MULTI-ENTERPRISE BARGAINING UNDER THE FAIR WORK ACT



**Rosemary Roach**, *Partner, Hall & Wilcox*

Rosemary (Rosie) is a highly experienced workplace relations lawyer with over 20 years of experience in employment, industrial, work health and safety, and discrimination law. She works with clients in the public and private sector on all aspects of employment law, including disciplinary matters, investigations, negotiations, and litigation. Rosie also provides tailored training on discrimination, harassment, and bullying, and enjoys understanding her clients' commercial drivers and helping them navigate the Australian IR system.

The 'Secure Jobs, Better Pay' amendments to the Fair Work Act 2009 (Cth) have made significant changes to multi-enterprise bargaining.

This session will explore those changes in more detail and provide guidance on the practical implications for employers.

- **Understand the key differences between the three streams of multi-enterprise bargaining under the Fair Work Act.**
- **Understand who can be compelled to participate in multi-enterprise bargaining and who can be roped into a multi-enterprise agreement.**
- **Understand the process of multi-enterprise bargaining, including the options available to bargaining representatives and the role of the FWC.**

# BUILDING A TRANSFORMATIVE EMPLOYER BRAND STRATEGY



**Paula Cameron, Strategy Director, Anthologie**

Paula heads up the strategy department at Anthologie. She has 20+ years' experience as a strategist, across business, brand, and marketing disciplines. Paula has worked in a wide range of industries in Perth and the UK, including health, education, non-profit, finance, FMCG and property. Paula is HBDI certified, and loves empowering people to understand themselves and their customers – improving behaviours and inspiring change. Paula believes that good strategy begins with a foundation of insight, and is focused on developing transformative strategies that achieve positive outcomes and measurable impact.



**Amy Sutton, Managing Director, Anthologie**

Amy started Anthologie in 2016, joining 0.1% of agencies worldwide founded by women. Over six years, she's led Anthologie to become one of Australia's leading brand and digital consultancies specialising in work that brings about transformational change on some of the world's most pressing issues. Amy brings over 20 years' of global experience in strategic and employer branding, digital experience and creative leadership. Having spent much of her career in Asia and the UK, Amy has been responsible for delivering large-scale and multi-national projects for a range of international brands and non-profit organisations.

Employer branding has seen a significant rise in attention since the onset of the pandemic.

Businesses are grappling with major workforce, and workplace changes – from the great resignation to quiet quitting.

This session will explore how we can harness the transformative power of an authentic employer brand strategy, to engage staff, contribute to commercial outcomes, and create positive change from the inside out.

- ▶ **Hear the key elements needed for a successful employer brand.**
- ▶ **Understand who you need to engage in the journey, and how you can do this.**
- ▶ **Learn how to measure the impact of your employer brand strategy.**

# BUILDING STRONG WORKPLACE CULTURE WITH RECOGNITION



**Nadia Dainard**, *Lead Advisor, Workplace Culture & Employee Experience, O.C. Tanner*

Nadia is a people leader and reward professional with a passion for helping others positively impact workplace culture through appreciation. Having recently joined O.C. Tanner, from ANZ and prior to that BHP, Nadia shares her experience with organisations to create an integrated culture of appreciation that is harmonious with broader business objectives — from gaining stakeholder buy-in, through co-creation of a framework, to change management and activation. With her help, organisations connect their people to purpose, elevate the capability and warmth of their leaders, and reinforce a sense of inclusion among employees.

While organisations (still) often focus on better pay and benefits to attract and retain talent, what employees really want from their companies is to feel valued, a sense of belonging, a sense of fulfilment, and a differentiated employee experience.

This session will explore how modern leadership is essential to a thriving culture and how we can integrate recognition as a key element of how we work.

- **Explore how to build a stronger sense of community and connection.**
- **Learn practical strategies to reinforce feelings of belonging, psychological safety, and fulfilment.**
- **Hear how to prevent burnout among your leaders.**

**AHRI**  
Australian HR Institute®

Celebrating  
**80**  
Years

STATE SPONSOR



Department of Planning,  
Lands and Heritage

LOCAL SUPPORTER

