



# **2014 CONTINGENT WORKFORCE CONFERENCE**

**The Rise of the Flexible Workforce**

**Melbourne 2-3 September 2014**

# The Rise of the Flexible Workforce

Many organisations are improving their contingent workforce functions. Why? Because improving Contingent Workforce recruitment and operation offers immense cost savings, reduces risk, and improves productivity.

Key issues for organisations managing a contingent workforce include:

- Visibility and ownership
- Statutory compliance
- Consistency of pay scales
- Contingent workforce management
- Outsourcing or insourcing, and
- Where and how to use their contingent workers.

Now in its third year, this conference is for organisations who want to improve their contingent workforce functions and is designed for talent managers, HR and procurement professionals who wish to take their contingent workforce programs to the next level.

## Who's attending?

95% of our attendees hold high level positions within their organisations in the Talent Management, Recruitment and Procurement space.



## Delegate Fee

AUD \$1,250.00 + GST

## Register now

Register online at [atcevent.com](http://atcevent.com)

## Contact

For more information, please get in touch with **Trevor Vas, Founder & Director, ATC Events** on +61 438 340 077 or email [trevor@atcevents.com.au](mailto:trevor@atcevents.com.au)



## 2014 Keynote Speakers



**Matthew Dickason**  
Chief Operating Officer,  
Hays Talent Solutions



**Chris Wood**  
HR Manager,  
Santos



**Gabi Bywater**  
Lead Category Specialist,  
NSW Procurement



**Tony Wallace**  
Principal,  
Workforce Planning Australia



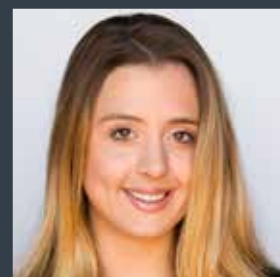
**Alan Wilkerson**  
Procurement Manager,  
National Australia Bank



**David Bell**  
Global Talent Recruitment  
Operations Leader, GE



**Tara Knobel**  
Regional Operations Director APAC  
- Contingent Workforce Solutions,  
Alexander Mann Solutions



**Nichola Parker**  
Regional Director  
North America & Oceania,  
Freelancer.com

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# CONFERENCE SCHEDULE DAY ONE

## TUESDAY, 2 SEPTEMBER 2014



7:30am - 8:30am

**Registration**

8:45am - 9:00am

**Welcome Remarks**

**Main Conference Room**

**Matthew Dickason, Chief Operating Officer, Hays Talent Solutions**

**Conference Day 1 Welcome Remarks - Conference Chairperson**

Matthew has implemented contingent workforce solutions in Australia, Asia, and Europe and is at the forefront of world class solutions. Matthew will provide an overview of how contingent workforce models have evolved, as well as his vision of their future.

9:00am - 10:15am

**World Café**

20 minute sessions  
3 rounds

**Main Conference Room**

**World Café**

**Facilitator: Trevor Vas, Executive Director, Human Capital Management Solutions (HCMS)**

The World Café is a great way for delegates to network and create relationships. It provides an open forum for delegates to have their say, share their ideas and gain a practical understanding of the subject matter via a series of intimate roundtable discussions.

**How does it work?**

Each topic will be hosted on a separate table and participants are encouraged to select and move around to their table of choice. Some tables will have a set topic and some tables will be wild card tables where delegates can raise topics that are of interest to them.

Here are some of the topics we will challenge you with:

- 1 Contingent Work and Professional Careers: Can you have both?
- 2 Do you need a VMS to manage a Contingent Workforce?
- 3 How do you simplify the Contingent Workforce supply chain?
- 4 What is procurement's role in Contingent Workforce Management once the model has been set up?
- 5 What's the best model to compare the cost of perm and contingent workers?
- 6 Will Contingent Recruitment replace spend on consultants?
- 7 How do you undertake a Contingent Workforce audit?
- 8 The 5 biggest contingent workforce safety risks and how to control them - as one Team!
- 9 How do you lead integrated teams of permanent and contingent workers
- 10 Fitting square pegs into round holes: mapping the domain of contingent work arrangements onto the psychological contract
- 11 Is there a business case to undertake video interviews for contingent recruitment?

10:15am - 10:30am

**Morning Coffee & Tea Break sponsored by CXC Global**

10:30am - 11:15am

**Keynote Session**

**Main Conference Room**

**Jonathan Fraulo, Vice President, Morgan Stanley, Hong Kong &**

**Robert Moffat, Director of Corporate Solutions, Hays Talent Solutions**

**Creating the Future Contingent Workforce Model**

Morgan Stanley has had a Contingent Workforce Model in Asia for a number of years. The model has evolved to be one of the most sophisticated in the region. The contingent workforce includes Knowledge Workers, Statement of Work Contractors and your traditional contingent staff. Jonathan and Rob will discuss how the model has evolved, the key features and benefits of the model, and where the model will be in 2020.

11:15am - 12:00pm

**General Session**

**Main Conference Room**

**Nichola Parker, Regional Director, North America & Oceania, Freelancer.com**

**The On Demand Virtual Workforce**

Traditionally organisations sourced their contingent workforce from recruitment agencies and consulting organisations. However, the contingent landscape is changing fast. Crowd sourcing your contingent workforce using organisations like Freelancer is now a viable and cost effective option.

This presentation will provide an overview on the capability of organisations such as Freelancer to provide your On Demand Virtual Workforce. It will cover types of skills, how do you access them, how do you manage and gain a quality outcomes and importantly the benefit of this channel.

12:00pm - 12:45pm

**General Session**

**Strategy**

**Main Conference Room**

**Tara Knobel, Regional Operations Director APAC - Contingent Workforce Solutions, Alexander Mann Solutions**

**What's the Right Model for Your Contingent Workforce?**

Having the right contingent workforce model is critical to the success of your project. It is similar to using the most appropriate tool for a particular task. You can use a VW Golf to move a big load, but a VW Amorak would make moving the load more efficient and effective. Tara Knobel will give an overview of the different models in the market, and the best features of each.

12:45pm - 2:00pm

**Networking Lunch Sponsored by Alexander Mann Solutions**

# CONFERENCE SCHEDULE DAY ONE

## TUESDAY, 2 SEPTEMBER 2014



**2:00pm - 2:30pm**

### Unconference Sessions

30 minute sessions

### Unconference Tracks – Strategy, Process and Technology & Analytics

The Unconference format is a flexible, participant-driven discussion based on a pre-determined theme and led by a facilitator. The idea is to create a vibrant and fluid learning environment, drawing on the insights and opinions of your industry peers. Should you lose interest at any time, we encourage you to move on and join an alternative Unconference session, at your own discretion.

#### Breakout Room 1 Strategy

**Nick Duggal, Partner, TressCox Lawyers**

#### How Much Risk Should A Supplier Bare?

Recruitment, Suppliers of Day Labour, RPOs and CMOs all bear risk in providing contingent staff to clients. There have recently been some cases where suppliers have been negligent and faced legal proceedings for taking too much risk. This session will look at risk from a supplier's perspective and provide you with a guide on the risks of supplying Contingent Staff and steps you can take to minimise the risk.

#### Breakout Room 2 Process

**Alex Hagan, Founder & CEO, Kienco**

#### Evolving Toward Contingent Workforce Planning

Flexibility is one of the linchpins of workforce planning. How you leverage your workforce and configure it can dramatically impact business performance. This session will explore the metrics and approaches that are key in enabling you to create both leverage and agility.

#### Breakout Room 3 Technology & Analytics

**Alastair Schirmer, General Manager, LiveHire**

#### Developing Your Own Market For The Contingent Workforce

There are a number of ways an organisation can create their own market for contingent staff. This allows them to mobilise and demobilise fast. Having access to your own skills market is now the new norm. Come and hear how its done.

#### 2:30pm - 3:30pm Breakout Session 1 Strategy

30 minute sessions, 2 rounds  
Breakout Room 1

#### Panel Session

**Nichola Parker, Regional Director, North America & Oceania, Freelancer.com**

**Robert Moffat, Director of Corporate Solutions, Hays Talent Solutions**

**Alan Wilkerson, Procurement Manager, National Australia Bank**

**David Bell, Global Talent Recruitment Operations Leader, GE**

#### Where Do Online Service Platforms Work Best?

This panel of experts will explore where and how you can best use online service platforms such as Freelancer.com and elance.com. This is a growing trend, but one not overly utilised in Australia nor New Zealand. This session will give you game changing ideas on your Contingent Workforce Function.

#### 2:30pm - 3:30pm Breakout Session 2 Process

30 minute sessions, 2 rounds  
Breakout Room 2

**Paul Martin, Talent Acquisition Manager (RPO/MSP), EnergyAustralia**

#### Reducing Costs With Rate Card Alignment

Aligning the pay rates of your contingent workforce will reduce the overall cost of your workforce. There are two approaches that have been used in the past: the Procurement led approach, or the HR Remuneration and Benefit approach. This session will explore different options and give you some ideas on how you can align contingent rates at your organisation.

#### 2:30pm - 3:30pm Breakout Session 3 Technology & Analytics

30 minute sessions, 2 rounds  
Breakout Room 3

**Chris Wood, HR Manager, Santos**

#### What Key Metrics Can Improve Your Contingent Process?

Measuring the success of your Contingent Workforce operation depends on having lead, lag, qualitative, and quantitative metrics; all aligned to your business drivers. Santos has achieved this, and will share their key metrics, as well as how these have helped make the Santos function successful.

#### 3:30pm - 3:45pm

#### Afternoon Coffee & Tea Break sponsored by CXC Global

#### 3:45pm - 4:30pm General Session Strategy

Main Conference Room

**David Bell, Global Talent Recruitment Operations Leader, GE**

#### Do It Yourself MSP

New workforce models are emerging, whereby organisations are taking responsibility for implementing and managing their own MSP. These models still require a CMO and require more accountability to set up and manage. Hear why GE adopted this model over the more popular MSPs that are outsourced, and their success so far.

#### 4:30pm - 5:00pm

**Matthew Dickason, Chief Operating Officer, Hays Talent Solutions**

#### Conference Day 1 Closing Remarks & Wrap Up - Conference Chairperson

#### 5:00pm - 6:00pm

#### Networking Reception

# CONFERENCE SCHEDULE DAY TWO

## WEDNESDAY, 3 SEPTEMBER 2014



<b>7:30am - 8:30am</b>	<b>Registration</b>
<b>8:30am - 8:45am</b> <b>Welcome Remarks</b> <b>Main Conference Room</b>	<b>Matthew Dickason, Chief Operating Officer, Hays Talent Solutions</b> <b>Conference Day 2 Welcome Remarks - Conference Chairperson</b> Matthew will provide an introduction to Day 2 events.
<b>8:45am - 9:30am</b> <b>Panel Session</b> <b>Strategy</b> <b>Main Conference Room</b>	<b>Sonia Tammaro, National Resourcing Manager, Origin Energy</b> <b>Robin Lester, Category Lead - Procurement, EnergyAustralia</b> <b>Deb Jackson, Recruitment Manager, Asciano</b> <b>Peter Oreb, Director, CXC Global</b> <b>Leveraging The Contingent Workforce Operation To Create Success</b> Gaining optimum results from your Contingent Workforce Function entails working with Procurement, HR, Finance, and Vendors. This expert panel will discuss enablers that have facilitated mass adoption and leverage to achieve desired results.
<b>9:30am - 10:15am</b> <b>General Session</b> <b>Process</b> <b>Main Conference Room</b>	<b>Alan Wilkerson, Procurement Manager, National Australia Bank</b> <b>How Procurement Implemented the NAB Contingent Workforce Model</b> Getting a Contingent Workforce Model going from design, tender, implementation, and full adoption at one of Australia's leading financial intuitions is no mean feat. Alan Wilkerson will outline how this was achieved, as well as the major lessons learned along the way.
<b>10:15am - 11:00am</b> <b>General Session</b> <b>Strategy</b> <b>Main Conference Room</b>	<b>Matthew Franceschini, Chief Executive Officer &amp; Founder, Entity Solutions</b> <b>Neil Merola, Chief Commercial Officer, Entity Solutions</b> <b>The Value of Risk Management Before It Hits the Fan</b> Statutory compliance and risk reduction are key factors in setting up your contingent workforce engagement and management framework. This is a basic requirement which is preceded by cost reduction and quality improvement. In this session, Matthew and Neil will: <ul style="list-style-type: none"> <li>• Outline the key risks and compliance issues associated with contingent workforce engagement and management</li> <li>• Provide you with advice on how you can best manage contingent workers to ensure win/win outcomes</li> </ul>
<b>11:00am - 11:45am</b>	<b>Morning Coffee &amp; Tea Break sponsored by CXC Global</b>
<b>11:45am - 12:15pm</b> <b>Crowdsource Think Tank</b> <b>General Session</b> <b>Strategy</b> <b>Main Conference Room</b>	<b>Crowdsource Think Tank - The Evolving Stages of a Contingent Workforce Model</b> <b>Three concurrent streams of contingent workforce problem solving.</b> <b>Facilitator: Susan Howse, General Manager, ManpowerGroup Solutions &amp; Human Resources, ManpowerGroup AU &amp; NZ</b> Contingent Workforce Models go through three stages; Consolidation, Optimisation and Innovation. Recognising the stage that best suits an organisation and evolving from there is key in the success and ensuring that the ROI is optimised. Manpower has evolved many clients globally through these stages and will recreate the three scenarios. This workshop will enable participants to understand the key indicators of each stage, what type of services are provided to add incremental value and importantly understand how you move to the next stage. The key output from this workshop will be to understand what stage your organisation is at currently, how it may evolve and innovate.
<b>12:15pm - 1:15pm</b>	<b>Networking Lunch sponsored by Alexander Mann Solutions</b>
<b>1:15pm - 2:15pm</b> <b>Workshop 1</b> <b>Strategy</b> <b>Breakout Room 1</b>	<b>Tony Wallace, Principal, Workforce Planning Australia</b> <b>Now or Never: The Rise of Workforce Planning and the Contingent Workforce</b> Developing a cohesive workforce planning framework; inclusive of the permanent and contingent workforce, is not easy. However, given the speed of organisational change and the future of work being different, it is essential that the total actual and potential workforce is considered to allow organisations to construct an agile people solution. Tony will step you through a methodology to develop a more effective total workforce plan.
<b>1:15pm - 2:15pm</b> <b>Workshop 2</b> <b>Process</b> <b>Breakout Room 2</b>	<b>Tara Knobel, Regional Operations Director APAC - Contingent Workforce Solutions, Alexander Mann Solutions and Anna Hopkins, General Manager, Australia &amp; NZ, Alexander Mann Solutions</b> <b>Gaining Buy-in For Your Contingent Workforce Model?</b> If you do what you've always done, you'll get what you've always got. As you prepare to embark on your new model, it will be critical to have a plan to get stakeholders on board. In this session you'll explore change management and communications strategies to drive success in your program

# CONFERENCE SCHEDULE DAY TWO

## WEDNESDAY, 3 SEPTEMBER 2014



**1:15pm – 2:15pm**

**Workshop 3**

**Technology & Analytics**

**Breakout Room 3**

**Bronwen Fitzroy-Ezzy, Executive Vice President, Asia Pacific Region, Beeline**

**Simplifying the Supply Chain by Implementing a VMS**

Simplifying and automating your contingent workforce recruitment and management can reduce costs and create enormous efficiency. The key to this is careful planning, as well as analytics to measure both progress and outcomes.

**2:15pm - 3:15pm**

**Unconference 1**

**Strategy**

30 minute sessions, 2 rounds

**Breakout Room 1**

**Jenni Nelson, Principal Consultant, Human Capital Management Solutions**

**Building a Bullet Proof Business Case**

Developing a business case for your contingent labour is on the critical path to implementing your contingent workforce solution. The Business Case can be short form, long form based on complete data, or based on samples and your best guesses. This session will consider each style and help you decide what's right for you.

**2:15pm - 3:15pm**

**Unconference 2**

**Process**

30 minute sessions, 2 rounds

**Breakout Room 2**

**Jane Hussey, Managing Director, HRX**

**Contingent Workforce Solutions - what are the options?**

Many organisations think only of a Managed Service Provider (MSP) when thinking of a contingent workforce solution, however there are other options available for creating a flexible and agile workforce. These options include, but are not limited to:

- Outsourced Workforce Solutions where the Recruitment Process Outsourcer (RPO) directly sources and talent pools candidates. This solution is an emerging one and gaining in popularity; and a
- Total Workforce Solution, where the provider provides a workforce of both permanent and contingent workers. This model is gaining ground globally.

In this session Jane will draw upon best practice in contingent workforce management and discuss the options when looking for a contingent solution, helping delegates make an informed decision when choosing what is the right fit solution for their business.

**2:15pm - 3:15pm**

**Unconference 3**

**Technology & Analytics**

30 minute sessions, 2 rounds

**Breakout Room 3**

**Gabi Bywater, Lead Category Specialist, NSW Procurement, Office of Finance & Services (NSW)**

**Case Study - A New Approach to Contingent Recruitment by the NSW State Government**

The NSW Government is introducing a new approach for the engagement of contingent workers by government agencies. It provides an innovative direction for the temporary engagement of contingent workers, delivering quality government services that align with business needs.

Gabi will discuss the four pillars of the contingent workforce strategy:

- Prequalification Scheme: Contingent Workforce
- Vendor Management System (VMS)
- Managed Service Providers (MSP)
- Payroll Providers (CMO)

**3:15pm - 3:30pm**

**Afternoon Coffee & Tea Break sponsored by CXC Global**

**3:30pm - 4:10pm**

**General Session**

**Process**

**Main Conference Room**

**Panel Session**

**Jenni Nelson, Principal Consultant, Human Capital Management Solutions**

**Nick Duggal, Partner, TressCox Lawyers**

**Chris Wood, HR Manager, Santos**

**Deb Jackson, Recruitment Manager, Asciano**

**The Elements of a World Class Contingent RFP**

There have been a number of Contingent RFPs for both MSPs and CMOs in the last year. Some are better than others. Developing the RFP content, scoring the responses, and selecting and contracting with the successful supplier is the foundation for a successful relationship. This panel will explore what makes for success.

**4:10pm - 4:50pm**

**General Session**

**Strategy**

**Main Conference Room**

**Kevin Wheeler, Founder & Director, Future of Talent Institute**

**The Contingent Workforce in 2020**

Over the next five to ten years, the future of work will be quite different to the one we know today. Kevin will close the Conference with an insightful perspective of the workforce trends set to shape organisations in 2020. This is one session you won't want to miss!

**4:50pm - 4:55pm**

**Matthew Dickason, Chief Operating Officer, Hays Talent Solutions**

**Conference Day 2 Closing Remarks - Conference Chairperson**

**4:55pm - 5:00pm**

**Trevor Vas, Director, ATC Events**

**Final Closing Remarks**

**5:00pm**

**ATC 2014 CONTINGENT WORKFORCE EVENT CLOSED**