

# 2011 Convention and Trade Show Schedule Dandenong Basketball Stadium



DAY 1	TUESDAY 19 April 2011
8.30am - 9.00am	<b>Registration and Coffee</b>
9.00am – 9.30am	<b>Official Opening with special guest;</b> <b>Larry Sengstock</b> , CEO, Basketball Australia <b>Wayne Bird</b> , CEO, Basketball Victoria <b>Bob Elphinston</b> , President, IBF and FIBA Oceania <b>Roz Blades</b> , Mayor, City of Greater Dandenong
9.30am - 10.15am	<i>Key Note Speaker – Rob Clement</i> , Capability Director, Australian Sports Commission  <b>‘COMMERCIALISATION OF THE SPORT FOR THE BENEFIT OF ALL’</b>  The commercialization of sports is that aspect of the sports enterprise that involves the sale, display, or use of sport or some aspect of sport so as to produce income. So <i>what does commercialisation mean for the future of sport and how can our sport benefit as a whole?</i>
10.15am - 10.30am	<b>Morning Tea in Trade Show Hall</b>
10.30am - 11.35am (Attend only one session)	<b>Presenter: TBC</b> <i>Workshop – “Developing a Customer Service Mentality”</i> Developing attitudes and beliefs that drive customer-focused behaviors. Leadership in sales and customer service is not achieved by mastering a process or a script but by making customers and prospects feel respected, valued and understood. <i>How do Association’s develop a customer service mentality?</i>  <b>Presenters: Karen Pearce, Basketball Victoria, Andrew O’Brien, Dandenong Basketball</b> <i>Panel Workshop – “Recruiting and Retaining Players”</i> We live in an ever competitive market where everyone is trying gain the time and attention and players and volunteers, numerous alternatives exists for people to spend both their leisure time and money. <i>How can basketball best recruit and retain participants at the community level?</i>  <b>Presenter: James Merlino, Member for Monbulk, former Minister for Sport, Recreation and Youth Affairs, Victoria Government</b> <i>Workshop – “Working with and Developing Government Relations”</i> Local, State and Federal Government’s provide Association with various opportunities for funding, partnership and networks. Working strategically with your local members has never been more important to ensure our sport is front of mind. <i>How to implement successful government relations?</i>
11.30am - 12.30pm (Attend only one session)	<b>Presenter: Frank Kelloway, TITLE ORGANISATION</b> <i>Workshop – “Building a Strategy for Success”</i> Strategy has become as important to a small Association as it is to a major conglomerate. The ability of groups to strategically allocate

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	<p>resources and plan for the future is directly linked to the growth and prosperity. <i>How can a strategic focus support basketball at all levels?</i></p> <p><b>Presenters: Hamish Mclean, TBC</b>  <i>Workshop – “Developing programs for different markets”</i>          Many sports have successfully developed programs and even new games for different markets. The success of 20:20 cricket, the introduction and eventual growth of 3 on 3 basketball and the development of programs for athletes with a disability are all example of programs for different markets. <i>How can basketball continue to lead the way and benefit from meeting the needs of identified markets?</i></p> <p><b>Presenter: Ben Turner, Sportingpulse International</b>  <i>Workshop – “Developing effective websites”</i>          Google, Youtube and the World Wide Web – The world has changed and the web is where the information is. Having an effective website could make the difference between a player choosing to play basketball or another sport. <i>What is an effective website and how can Association’s benefit?</i></p>
12.30pm - 2.00pm	<b>Trade Show Exhibition, Networking and Lunch in Trade Show Hall</b>
2.00pm - 3.00pm	<p><b>WHOLE OF BUSINESS PARTNERSHIPS PANEL:</b> Facilitated by Frank Kelloway  <b>David Shilbury</b>, Deakin University Sports Management,  <b>Richie Gee</b>, Commercial Manager Basketball Australia,  <b>Umberto Righetti</b>, Executive Director SportingPulse International</p> <p>Here from industry experts on how building whole of business partnerships can make a significant difference to the culture and bottom line of your Association.</p> <p><i>How do whole of business partnerships serve our members and partners alike?</i></p>
3.00pm - 3.15pm	<b>Afternoon Tea in Trade Show Hall</b>
3.15pm - 4.15pm (Attend only one session)	<p><b>Presenter: Mike King, Director, SGL Group</b>  <i>Workshop – “Maximising Revenues from your facility”</i></p> <p>Many Associations has exhausted the traditional ways of raising revenue for their Business. Traditional sources of revenue including sponsorship, grants, fundraising and general fees are still required for Associations to conduct their business but are there ways Association to develop revenue sources that can assist them in achieving their goals?</p>

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	<p><b>Presenters: Jude McGuire, CEO, School Sport Victoria</b> <i>Workshop – “Teaching Schools and Teachers to promote basketball”</i></p> <p>Every day at every school students are taking part in sporting activities planned by their teachers. Potential athletes develop basic coordination, ball skills and many other important athletic skills during their school years. <i>How can basketball teach the teachers to better promote and develop the sport of basketball?</i></p> <p><b>Presenter: Sean Callahan, Sportsgeek</b> <i>Workshop – “Developing an effective Traditional and Social Media Strategy”</i></p> <p>Twitter, Facebook, RSS, Flickr, LinkedIn, Four Square – the traditional media as we know it has change. The news now finds consumers. <i>How do Association adjust their media strategy to ensure they are front of mind of consumers?</i></p>
4.15pm - 5.30pm	<b>Trade Show Exhibition and Drinks in Trade Show Hall</b>
6.30pm	<b>Trade Show and Convention/Basketball Victoria Awards Dinner</b>

<b>DAY 2</b>	<b>WEDNESDAY 20 April 2011</b>
8.00am - 8.30am	<b>Registration and Coffee in Trade Show Hall</b>
8.30am – 8.45am	<b>Welcoming Address and Introduction to Day 2</b>
8.45am-9.45am <i>(Attend only one session)</i>	<p><b>Presenter: Kelly Wickam, Sustainability Victoria</b> <i>Workshop – “Developing a Sustainable Organisation”</i> Climate Change, Green, TURN OFF THE LIGHTS – Associations can make a significant impact by having a sustainability plan. They can have an even bigger impact by sharing this with their members and encouraging them to do the same at home. <i>How is your Association saving crucial dollars and being a responsible community citizen?</i></p> <p><b>Presenters: Daniel Battye, Knox Basketball, Sarah Bradbury Nunawading Basketball, Jayden Kent Ballarat Basketball</b> <i>Panel Workshop – “Recruiting and Retaining Referees”</i> Is this the biggest dilemma for our sport? Referees are often the single biggest expense for an Association. Training, development and a clear pathway can significant improve the recruiting and retention of referees. <i>What are the key ingredients of a successful referees program?</i></p> <p><b>Presenter: Graeme Allen, CEO, Dandenong Basketball</b> <i>Workshop – “Sponsors or Partners – how do we create win-win agreements”</i></p>

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	<p>Sponsors are no longer willing to simply place their sign on the wall and pay an annual fee. Your partners expect a return on investment or return on objective. <i>So are they sponsors or partners and what are some practical ways of creating win-win agreements with partners?</i></p>
9.45am - 10.45am	<p><b>CONNECTING ELITE TO COMMUNITY BASKETBALL FORUM:</b> Facilitated by: Frank Kelloway</p> <p><b>Wayne Morris</b>, CEO Wollongong Hawks  <b>Michael Haynes</b>, General Manager Community Basketball, Basketball Australia,  <b>TBC</b>  <b>TBC</b></p> <p>This connection is the biggest challenge facing our sport. Hear from experts at both the elite and community level who will provide practical examples of how your Association or professional team can connect for the benefit of all.</p>
10.45am - 11.00am	<p><b>Morning Tea in Trade Show Hall</b></p>
11.00am - 12.00pm	<p><b>BUILDING EFFECTIVE PARTNERSHIPS WITH LOCAL BUSINESS FORUM:</b> Facilitated by: Frank Kelloway</p> <p><b>Andrew Ryan</b>, Marketing Manager, JAYCO  <b>Matt Scriven</b>, former Head of Marketing, Crazy Johns  <b>Bill Den Hartog</b>, Senior Community Enterprise Manager, Bendigo Bank</p> <p>Hear from a number of successful organisations who partner with both at the community and elite level. These industry leaders will provide attendees an insight into the objectives, decision making process and evaluation of their partnerships.</p>
12.00pm - 12.30pm	<p><b>Trade Show Exhibition, Networking and Lunch in Trade Show Hall</b></p>
12.30pm - 2.00pm	<p><b>WHAT DO WE WANT FROM THE FUTURE FORUM:</b>  Facilitated by: Frank Kelloway</p> <p><b>Diane Smith-Gander</b>, Chairperson, Basketball Australia  <b>Larry Sengstock</b>, CEO, Basketball Australia,  <b>John Bennie</b>, CEO, City of Greater Dandenong</p> <p>As the final session of the convention what does our community want from the future. What will be the major themes that arise from these two days; player development, new business generation, technology or referees</p>
2.00pm - 2.15pm	<p><b>Conference Review and Closure</b></p>
2.15pm	<p><b>Networking</b></p>