

# The Annual HR Advisors Conference

Wellington 30 - 31 Jan  
Auckland 27 - 28 Feb

HR Advisors 2.0  
The future is here.  
Are you ready?



**elephant**<sup>TM</sup>  
better people | better business

# Calling all HR Advisors!

Are you ready for how your role will change?



Hi, I'm Angela Atkins - People & Learning Director for Elephant.

When I got my first HR Advisor role 18 years ago (yikes, feeling old!!), I spent much of my time manually sorting c.v.'s, filing paperwork on hard copy personnel files and updating spreadsheets. Most of these tasks can now be done by technology in a fraction of the time. Things will change further in the next few years.

For many this will be concerning, but for the great HR Advisors, you'll know this is an opportunity to do things differently.

What will this 'new' HRA role look like? What skills will you need? The HR Advisors Conference 2017 is going to explore just that!

The conference is designed to give you practical tools and techniques, tips and ideas as well as inspiration and meeting other HR Advisors.

My entire HR career has always included some HR Advisory work and I think it's a unique role - developing your own skills while needing to be credible to work with managers. Not to mention having to get your HRD on board with what you're doing.

I hope I might see you at the conference if you do want to make sure you lead the way as things change further. [The future of HR is here](#). I hope the Elephant team can help you be ready! You'll find more details inside this brochure and on our website.

Photos from previous years:



# What we'll cover

Wellington 30 - 31 Jan | Auckland 27 - 28 Feb

## AGENDA DAY 1

**9am - 10.30am: The evolving role of an HR Advisor.** In this first session Angela Atkins will present on what skills you'll need, responsibilities to take and tools to use to deliver effectively. You'll get the chance to discuss what areas you're concerned about changing most and how you can deal with these concerns!

### 10.30 - 11am: Morning tea

**11am - 12.15pm: Your HR Career Path.** In each city we have an awesome panel of experienced HR Managers and HR Directors who will share their career paths and what you can do to develop yourself for the future.

**12.15pm: Think Tank:** Imogene Lomax from enableHR will run our first think tank of the day.

### 12.30 - 1.15pm: Lunch

**1.15pm - 5pm: HR operational excellence ideas.** For the afternoon we have a range of sessions for keeping your knowledge up to date. You'll hear about:

- Working through disciplinary procedures: recent cases that you need to know about to ensure you advise managers correctly.
- Being involved in restructuring: the case law around some of the steps.
- Finding amazing candidates and the future of recruitment and resourcing: Troy Hammond presents on new ways to source candidates and what's going to change in the next couple of years.
- Dealing effectively with unions: for HR Advisors in unionised companies, it's important to know how to work productively with your union. Andre Lubbe, Head of ER for Auckland Council is going to share his thoughts on how you can do this.
- What to consider with global mobility: the future of HR is going to involve bringing more candidates in from overseas. This practical session will cover what you need to consider and how to do it!

**5pm: Think Tank followed by drinks & nibbles!**

7pm: End of first day

## AGENDA DAY 2

**9am - 10.30am: Using sales and marketing techniques.** As an HR Advisor you often need to get managers on board with new HR initiatives and the advice you're giving them. To start day 2 we learn how to create real engagement and buy in from managers about your HR processes, policies and advice by using some tools from a sales and marketing expert - Rachel Klaver!

### 10.30 - 11am: Morning tea

**11am - 11.45am: Building a safety and wellness mind-set.** Aaron McIntosh has been working with several large companies on improving their H&S and will share ways you can take a more proactive approach with health, safety and wellness.

**11.45am: Think Tank:** This one will be about team building.

### 12.00 - 12.45pm: Lunch

**12.45pm - 1.45pm: New HR tools.** In this session you'll hear about:

- **Using Social Media for HR engagement, presented by SoMe stars Kylie Telford and Tash Pieterse.**
- **Learning technology: what are other HR and L&D teams doing to build capability? Sussan Ockwell from Optimism is going to take you on a tour of what's being done.**
- **What else is coming - looking at other amazing technology tools that will hit HR very soon so you can be ready!**

**1.45pm - 2.30pm: A word from the fringe.** Lisa McCarthy is going to show you what's happening on the cutting edge and give you a fresh perspective on how to provide the right HR advice and support.

**2.30pm - 3.15pm: Your path to HR Success.** Dr David Keane was a stand out presenter from our last conference and has agreed to return and share some amazing tips on how you can be as successful as you want to be.

**3.15pm - 4pm: Think Tank Action Plan.** To finish, Imogene Lomax is going to run our last think tank on what actions you can take from the conference and give you some final tools to use to get the actions you want across the line.

**4pm: Conference close & networking.**

# The Annual

# HR ADVISORS CONFERENCE

Some of the presenters you'll hear from:



**Penelope Barton, Chief People Officer, Vend**

Penelope started her HR career at Save the Children. She then spent several years as HR Manager for Chorus. In this role she co-led the people aspects of the Chorus/Telecom demerger - the largest Private Public Partnership initiative in NZ's commercial history, turning Chorus into one of the top ten publicly listed companies in New Zealand.

She then spent a year at Xero as HR Business Partner for Global Marketing, and the NZ Sales and Education functions - 200+ (and growing) employees across four regions, overseeing talent and succession, workforce planning, organisational design, engagement initiatives, remuneration and performance management, employee relations and supporting culture and change management. She is now at Vend and is joining our panel to share her HR career story.



**Nikki Iuli, HR Manager, Sanford Seafoods**

Nikki is an energetic and commercially astute business leader with a breadth and depth of experience gained in a variety of industries such as FMCG, Manufacturing, Wholesaling and Retail. She has over 27 years' experience in Payroll and HR gained in Private equity, NZ owned and Multinational organisations.

Nikki decided to gain a tertiary qualification later in life which has been a tremendous achievement and she now has the bug. She completed a Graduate Diploma in Business, then went on to do the Strategic GM HR programme through Auckland University and is now in progress with a Post Graduate Diploma majoring in Maori Business. Nikki finds learning inspiring and finds it challenges her views which she says is always good in the later stages of life - "keeps you on your toes". She will be on our panel!



**Aaron McIntosh, People Concierge**

Aaron McIntosh is a qualified, highly skilled and operationally focused Business Consultant providing a broad range of services to businesses across the disciplines of Employment Relations, HR, Health & Safety, ACC (including the ACC WSMP and WSD programs) Quality, Training & Development and general Business Management.

Key roles include Service Compliance Manager with Prestige, Capability Development Manager with Unison and HR Manager with Adcock & Donaldson. He has also worked with McDonalds, Fastway Couriers, Craggy Range and ESITO. Aaron will be presenting on how to grow a wellness mindset and share some of the amazing work he has been doing with NZ companies around the new H&S at Work Act.



**Susan Lowe, General Manager HR, Repco**

Susan's 19 year career has spanned Operational Management, Generalist HR Management as well as Learning and Organisational Development Management roles across the diverse FMCG, Retail and Trade sectors both here in NZ and the UK.

Susan is fervent about all things people but specifically growing capability, managing talent, having innovative approaches to career and development as well as future proofing organisations through learning and culture.

Heading up the Learning, Talent and OD function at Noel Leeming, Susan and her team were recognised for their innovative work integrating technology with learning, part of which was introducing social learning to produce outstanding business results. Susan will be on our HR Career Panel.



Over the last 4 years the hundreds of HR Advisors who have attended have loved hearing from real HR people & experts, and this year we have a fantastic line up again!



**Andre Lubbe, Head of Employment Relations, Auckland Council**

Andre spent the first 10 years of his career as a Senior Solicitor at Russell McVeagh. He then spent 9 years as Manager Employment Law and IR at ANZ while also working as a Barrister and Solicitor for his own practise. For the last 5 years Andre has been Head of Employment Relations at Auckland Council.

Through his roles at ANZ and Auckland Council, both unionised environments, he has worked closely with the unions involved. He will be sharing how you can work effectively with unions, whether bargaining or on an individual basis.



**Rebecca Armour, GMS National Leader, KPMG**

Rebecca is a partner in the Auckland tax practice of KPMG and National Leader for the New Zealand global mobility services (GMS) tax practice.

As GMS National Leader, Rebecca has significant experience in advising on the cross border issues that arise for individuals and employers with expatriate employees, including employment taxes, global mobility policy and planning, and international tax planning.

Rebecca also regularly advises on the national and international tax aspects of executive remuneration and equity compensation. She will be presenting on what to consider with global mobility.



**Troy Hammond, Founder, TalentArmy**

Troy is the a lover of social and modern sourcing and is passionate about the industry as a whole and his part in this industry. He really digs sourcing and innovation in the recruitment industry to find talent.

He loves social and is active on all mediums but mostly found on Twitter, Facebook and LinkedIn and is happy for you to connect with him on all platforms. Previous to Talent Army, Troy was with successful global start-up Vend as their global Talent and Innovation Manager where he helped Vend to grow headcount by 200%, develop innovative talent strategies, educate and train hiring managers and re-design their careers page. Previous to Vend, Troy was a highly successful agency recruiter. He will be sharing how you can innovate your recruitment!



**Kylie Telford, Recruitment & Employment Brand Lead, NZME**

For the last 7 years Kylie has been in HR roles providing a generalist HR service to sales teams within APN Media and NZME. Her current role oversees the strategic talent acquisition and workforce planning initiatives for NZME including management of the complete lifecycle recruitment process, induction, on-boarding and employer brand management.

She is driven and focused and particularly interested in the areas of recruitment & induction, organisational culture, productivity, performance and engagement. She continually strives to increase her knowledge in her chosen field, exploring new avenues and initiatives to best serve "the end client" both now and into the future.

# HR ADVISORS CONFERENCE

Some of the presenters you'll hear from:



**Lisa McCarthy, Founder, .adiact**

Lisa is the founder of .adiact to 'provoke thought, inspire action - and release value from the inside-out.' She feels privileged to collaborate with some of New Zealand's top Executive Coaches and Psychotherapists, CahootLearning, and the Stanford Center for Professional Development.

Prior to creating .adiact Lisa had a varied work history which included a stint as part of the Senior Leadership team for a bank, GM for a high growth business incubator, Marketing Manager for a finance company, business coach, and three businesses of her own. In 2000 Lisa completed a Master of Commerce Degree at the University of Otago which explored why people do and don't adopt new ideas and technologies. She is going to present on what's happening on the cutting edge of HR.



**Angela Atkins, People & Learning Director, Elephant**

Angela has worked in HR and Learning & Development for 20 years within the local government, retail, tertiary and financial services sectors.

In 2007 she co-founded Elephant and over the years has consulted to many SME's and HR teams, facilitated hundreds of workshops and trained thousands of HR people! She is the best selling author of Management Bites - how to manage team, Employment Bites - how to deliver great HR and Training Bites - how to put great L&D in place. Her next book Safety Bites is coming out in February.

Angela will be opening the conference and will be MC.



**David Keane, The Art of Deliberate Success**

Dr David Keane is an international speaker, author, and coach who has devoted 25 years to helping create workplaces that bring out the very best in people both in their professional and personal lives.

He is the creator of The Art of Deliberate Success workshop and coaching programme which has been delivered to over 2,000 people worldwide. The programme teaches what it takes to be extra-ordinarily successful and has been running for several years in organisations such as Deloitte, Downer Construction, Kiwibank, Transpower and many New Zealand government departments. David spoke at the HR Advisors Conference last year and everyone loved his session so he's back to present again!



**Megan Applegate, Independent HR consultant**

Megan is has worked in a wide range of HR roles in Wellington, working across both the public and private sectors. Predominantly working in the change management area she was involved in the merger of the Wellington College of Education into Victoria University, the merger of MAF and the Ministry of Fisheries to form the Ministry of Primary Industries (MPI), and also the creation of the Ministry of Business, Innovation and Employment (MBIE).

Megan has also led or been involved in many smaller organisational change projects and enjoys the challenge of working with managers to improve the way they do business. She is a member of the APPNZ HR Advisory Panel.

Megan will be on our panel sharing her HR career and tips for HRA's.

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#### Tash Pieterse, Senior People & Performance Advisor, Intergen

Tash is a passionate and enthusiastic HR Generalist, she brings with her a talent in relationship building, innovation and has a proven track record of producing great results. Tash has also built an international name for herself as an advocate of social media tools for professional development.

After graduating from the University of Waikato with a Bachelor of Business Management Studies in Human Resource Management and Strategic Management, Tash has spent her career navigating a variety of complex HR issues and initiatives in both public and private sector and is now working as a Senior People & Performance Advisor in the IT industry. Tash will be talking about using social media as an HR development tool.



#### Rachel Klaver, Identify Marketing

Often called the drivers of your business, the sale and marketing team are either the biggest reflectors of what is already going on in your business, or the biggest proclaimers of highlighting what is not. The sales and marketing departments speak the voice of your business to other businesses, creating a tone, culture and experience that leads people to understand how your company works and operates. So how can we take sales and marketing techniques to tell that story to our own people?

Rachel Klaver, leadership and marketing trainer, and owner of marketing agency Identify will provide relevant tips for creating positive company culture, and using effective sales and marketing techniques to engage your managers with HR!



#### Bridget Romanes, Principal, Mobile Relocations

In partnership with HR and executive teams, Bridget helps develop, implement and manage the global mobility function in companies and organisations throughout New Zealand. Bridget and her team at Mobile work with individuals and families at all stages of their move to New Zealand - giving them the knowledge, contacts and confidence they need to establish themselves here, finding houses and schools, taking care of initial logistics and resettling them into local communities.

Bridget also advises HR partners on relocation policy, cost optimisation and international assignment management.



#### Angela Evans, Senior Associate, LangtonHudsonButcher

Angela has wide commercial and litigation experience across a range of matters including fair trading, regulatory and advertising law, as well as general commercial law issues. This gives her a broad perspective on how employment law fits with the wider commercial issues facing an organisation.

She can advise on all employment law issues including both contentious and non-contentious matters. She previously practiced as a commercial litigator, and has appeared in the Employment Relations Authority, District Court and High Court. She is always a very popular presenter at the HR Advisors Conference and this year will be talking about disciplinary and restructuring cases.

Our fabulous Sponsors:





# From the HR ADVISORS CONFERENCE *blog*



## HR Superhero files: Don't be a Westley!

Here at Elephant we love the Princess Bride. It's a wonderful movie to make you feel happy with the world. However discussing it, Angela realised something interesting. Through her HR career, she has been too much of a Westley.

For those that don't know - Westley is the farm boy. Whenever Buttercup asks him to do something, he says "As you wish".

One of the traps we can fall into in HR, is to be a Westley. Whenever our managers ask us something, we basically tell them 'as you wish'. Even if we know it's not the best thing to do. Even sometimes when we know it's wrong. But we want to build a relationship with them, we want to be credible, we want to help. It's just early in our careers we might not have the experience to tell them no.

[So how can you be a superhero, help your managers but not do everything they ask?](#)

Here's what we've found works really well:

**1. Turn it around.** When a manager asks you what they should do - say "I'm happy to give you my opinion in a moment but I'm interested to hear what you think you should do first". This is better than just asking 'What do you think you should do?' which sounds like you don't know the answer - and for many cynical managers, turns them off as they think you're not going to help.

So we've found the first statement works well to get them to tell you their thoughts first - and sometimes they realise what the solution is!

**2. Give them options.** A manager asks you to magically fix an issue with one of their team (let's say it's an issue with Peter using Facebook too much). Instead of saying 'as you wish' and trying to find some way around them having to talk to the person (like an update on Facebook in the company newsletter), tell them "Well I've seen a couple of things work in this type of situation. The first one was a manager who had this issue and he had a team meeting and had a discussion about the ground rules of using Facebook at work - but it wasn't his rules - he asked the team to discuss what was reasonable. Another way I've seen it work is for you to ask the person what they think is reasonable with Facebook and see what their thoughts are. You might then talk through the consequences with them". The manager can then have a think about what approach might work best. Just giving one option doesn't give any choice. Two or three options gives a manager a choice and shows that you've dealt with this situation before.

**3. Explore.** Often the issue isn't as black and white as it seems. Before trying to even suggest a fix, probe, probe, probe! We do it when we do a recruitment interview but often we're rushed with managers and jump to trying to fix something (back to the as you wish!). With Peter you might ask "How much time is Peter using Facebook? How's it impacting on his job? Is it just annoying you? Or others? Have you talked to him before?" Find out the full story first before giving options. In fact Peter might be on Facebook for 5 minutes at his morning tea break, but the manager just hates Facebook and so is letting his/her bias make him/her unreasonable!





Our theme in 2015 was how to be an HR Superhero and so we published some 'files' on how to do it!

For more articles visit <https://hradvisorsconference.wordpress.com/>

**4. Summarise.** The last method is to summarise. "So, Peter is spending too much time on Facebook and it's making the rest of the team feel like he's not pulling his weight. You'd like me to magically fix this without you having to talk to him even though as a manager your job is to talk to your team?" OR "So, Peter's spending too much time on Facebook and you'd like me to put a special section in the company newsletter - for the 1,300 staff who aren't using Facebook inappropriately to read - hoping that Peter will read it and realise it's about him?"

Now if you can do this and make the manager laugh and realise it's ridiculous - then we've found they'll be more open to listening to your suggestions (see tip 2). However if you can't pull off making them laugh - then stay away from this option.

In the Princess Bride, Westley realises that every time Buttercup is asking him to do something (get me that pitcher farm boy), she's really saying that she loves him. And every time he says 'As you wish' he's saying that he loves her too.

While we don't want managers and HR falling in love (how many HR policies would that breach!!), if you **stop** using 'as you wish' and try the methods above, we've found:

- Your managers respect you far more
- They try out different ways to fix issues
- They build their management skills.

And you become an HR superhero!!

As you wish.



**Are you looking for a programme to develop your operational HR skills?**

**You may want to check out our [Certificate in HR Operations](#).**

This is a 12 - 18 month programme.

You complete workshops, webinars, on the job assignments and assessments and get feedback from the Elephant HR team.

For more or to apply visit:

[www.elephanttraining.co.nz](http://www.elephanttraining.co.nz)

## By Imogene Lomax, GM NZ, enableHR

Choosing the right HR system for your business can deliver greater engagement with your workforce, empower your managers, develop an awesome people experience, and get you on top of the admin and compliance.

Here are some tips to consider before you choose an HR system for your business:

**Understand the business need:** Understand what the underlying business requirements are to identify core HR system requirements and help get your case to invest over the line.

**Make a list:** Business needs clear? Get objective and list the critical system requirements vs the nice to haves. Prioritise requirements by engaging key stakeholders and apply a ranked scoring system as you look at various systems.

**Ensure there is an ROI:** Make it clear what the system is going to deliver and that there is a measureable return. This will ensure you get the approval and stakeholder support needed to make the best system choice for the business.

**Talk to others:** Reach out to your networks i.e. LinkedIn groups, APPNZ, vendor client references, to find out what other organisations have done, whether the system/s they use delivered what they expected, what other benefits they uncovered, and how easy it was to work with the software vendor to get up and running.

**Contact enableHR to undertake a free ROI assessment to see what measureable benefits an HR System can deliver to your team and business today. Just email [info@enableHR.co.nz](mailto:info@enableHR.co.nz)**



enableHR are gold partners of the HR Advisors Conference 2017.

# Ticket Options

We have several different packages for you:

## Just the Conference ticket includes:

- Attendance at both days of the HR Advisors Conference
- Morning tea, lunch and afternoon tea
- Copies of slide presentations
- Attendance at drinks and networking event on the Monday evening
- Prize draws!

## Out of Town #1 ticket ALSO includes:

- 1 nights accommodation on the night of Day 1 of the conference

## Out of Town #2 ticket ALSO includes:

- 1 further nights accommodation on the night before the conference (as well as on the night of Day 1) OR
- Return flights to and from WGTN/AKL
- Conference dinner on the night of Day 1

## For bulk bookings:

Book 3 people and save 20% off the ticket price!

We also have limited Not for Profit tickets available too.

## Venue details:

Wellington - Mercure Abel Tasman Hotel, Upper Willis Street.

Auckland - The Rose Park Hotel, Parnell.



**Just the Conference**

Early Bird  
**\$595**

General Attendance  
**\$795**



**Out of Town #1**

Early Bird  
**\$695**

General Attendance  
**\$895**



**Out of Town #2**

Early Bird  
**\$825**

General Attendance  
**\$1025**

For more information visit: [www.elephanttraining.co.nz](http://www.elephanttraining.co.nz)



# Who is behind the HR Advisors Conference?

**elephant**<sup>™</sup>  
better people | better business

*We're the people who look after  
the people who look after the people.*

Elephant was founded in New Zealand in 2006. Over the last few years Elephant has helped thousands of HR people and managers put great HR and management into their businesses through our HR conferences, training, webinars and Management Bites training programme.

In 2016 Elephant has gone global, launching the HR Advisors Conference and Management Bites programme in the UK.

Visit [www.elephantraining.co.nz](http://www.elephantraining.co.nz)  
or [www.elephantglobal.co.uk](http://www.elephantglobal.co.uk)

*For more about Management Bites training...*  
visit [www.mgmtbites.co.nz](http://www.mgmtbites.co.nz)

You may also be interested in:



The Association of People Professionals (APPNZ) represents people who work in the HR, Payroll, Learning and Talent professions in New Zealand.

If you are working in HR, APPNZ provides a number of resources and tools for you. APPNZ is also working to charter the HR profession.

**To download the [free HR Career Guide](#) or for more information visit [www.appnz.org.nz](http://www.appnz.org.nz)**



# The *Annual* HR ADVISORS CONFERENCE

## Registration Form

To register for either conference, please complete the registration form below, scan and email to [team@elephanthr.co.nz](mailto:team@elephanthr.co.nz). Alternatively you can complete our online registration form at [www.elephantraining.co.nz](http://www.elephantraining.co.nz)

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Your email: \_\_\_\_\_

DDI/landline: \_\_\_\_\_ Mobile: \_\_\_\_\_

Any dietary requirements: \_\_\_\_\_

Will you stay for networking drinks:  Yes  No i have to head off

Which conference are you attending (please tick one):

HR Advisors Wellington  HR Advisors Auckland

Ticket option:  Just the Conference  Out of Town #1  Out of Town #2

### Ticket terms and conditions:

Once you have registered, you will be sent a pack with all the conference details in.

You will be invoiced or sent a credit card link for payment which must be received within 30 days of invoicing or before the start of the conference, whichever is soonest.

If you are unable to attend, you must advise us in writing. For cancellations received up to 3 weeks before the conference, you will receive a full refund less a 25% administration fee. For cancellations after this date a 100% cancellation fee will occur.

You can substitute your attendance with someone else up to 5 working days before the conference. Please advise us by email of this change.

Elephant reserve the right to change the details of the conference where required. We will advise you of these changes. We will not be liable for any consequential loss.

Professional photography may take place during the conference and these images may be used for future promotion or articles about the conference. By attending the conference, you are giving your consent to be included in these images.

We look forward to seeing you  
for 2 brilliant days of HR!