



Fund Executive Forum Program
1st March 2018, Melbourne Business School, Melbourne
“Connections”

Members & employers, boards and brands - how do we best connect?

9.30	Welcome: Jane Perry, Chair of FEAL & MC for the day: Michael Baldwin, First State Super
9.40	Board Interactions. Connecting with, and effectively supporting your board. Lessons from outside our industry.
	Speaker: Dr Katherine Woodthorpe AO
10.00	Board Interactions: Board effectiveness and interaction with the executive team. Lessons from within our industry.
	Speaker: Anne Ward, Chair, Qantas Super
10.20	Table discussion on member & employer connections.
10.35	Feedback from tables and group discussion.
10.50	Morning break
11.20	Employer connections. How to build and maintain connections with employers.
	Speaker: Dave Woodall, GM, Corporate & Institutional, SunSuper
11.40	Member connections. How to build and maintain connections with members.
	Speaker: Sara Daymond, EM Marketing, Insights & Experience, VicSuper
12.00	Table Discussion on board interaction & effectiveness led by CEOs
12.15	Feedback from tables and group discussion.
12.30	Lunch break
1.30	Member connections. How to build strong and lasting connections with your members. Lessons from outside our industry.
	Speaker: Brendon Gale, CEO, Richmond Football Club
2.15	Brand – the academic’s perspective. Why promote your brand?
	Speaker: Simon Bell, Melbourne University
2.55	Brand strategy – the CEO’s perspective. How is CBUS promoting their brand? What we can learn from within our industry.
	Speaker: David Atkin, CEO of CBUS
3.15	Table discussion on brand led by Marketing Executives.
3.30	Feedback from tables and group discussion
3.45	Closing remarks: Jane Perry, FEAL and Harry Moore, CFSGAM
3.50	Drinks, hosted by CFSGAM event sponsor