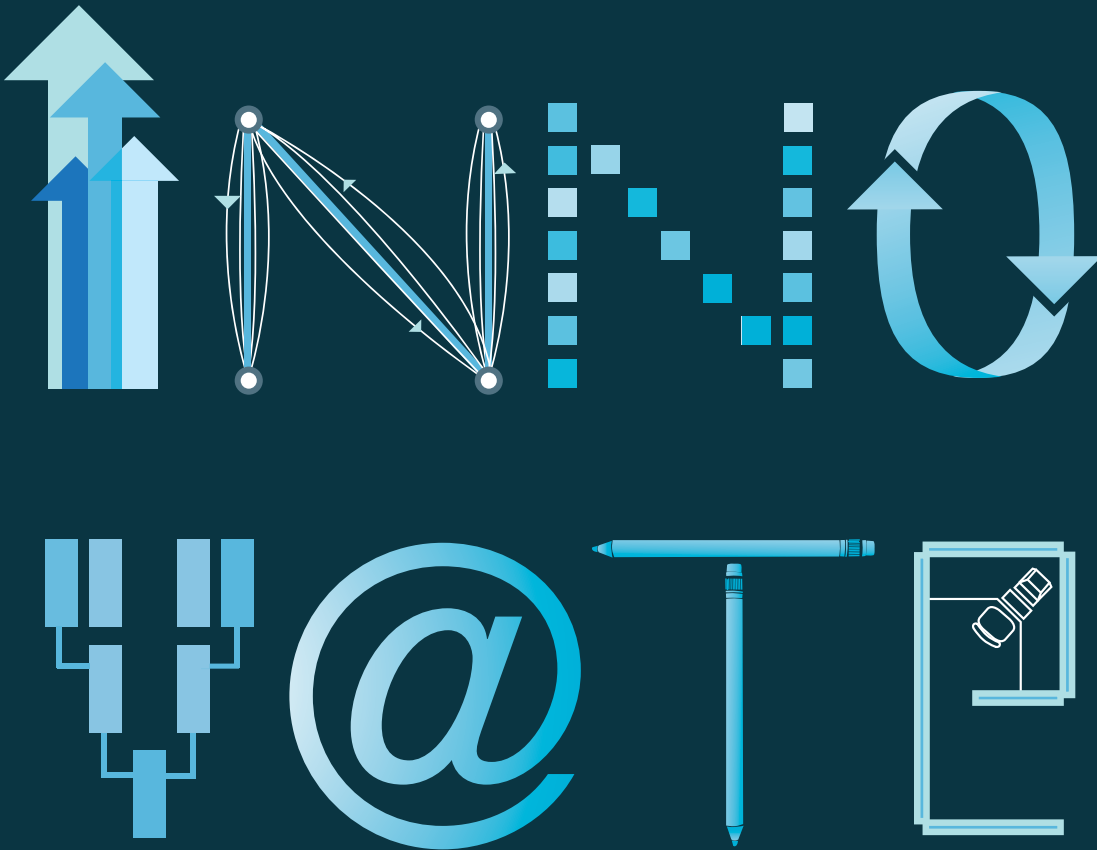


CoreNet Global Australia/New Zealand Summit
2-4 August 2010

SYDNEY



IMPACT THRU INNOVATION
DOWN UNDER


CORENET
GLOBAL



Hamilton Lund; Tourism NSW

IMPACT THRU INNOVATION DOWN UNDER

2008 and 2009 tested our collective capacity for ingenuity, endurance and survival. We found creative ways to continue alternative workplace strategies while cutting costs, increasing energy efficiency, and experimenting with new property disposition techniques. In fact, in the face of extraordinary pressure, corporate real estate teams and their partners have not only stayed in the game but have changed the game. During the most significant global economic crisis of our time, companies and individuals across Australia and New Zealand have capitalised on the marketplace void left by extreme conservatism and inaction. Creativity and innovation have emerged and accelerated both economic recovery and national pride. Creative cultures and innovative organisations have established a new model for thriving in difficult times. But what happens now? Can innovation take us from just 'staying competitive' to 'competitive advantage'?

JOIN US IN SYDNEY for a stimulating discussion of how to engender real innovation that takes us to the next level of accomplishment for our companies, our industry and ourselves.

SUMMIT VENUE

THE SHANGRI-LA HOTEL, SYDNEY

176 Cumberland Street
The Rocks, Sydney
NSW 2000, Australia
T: (61 2) 9250 6000
F: (61 2) 9250 6250

With stunning views of Sydney's spectacular Harbour, the Sydney Harbour Bridge and the world-famous Opera House, the Shangri-La Hotel, Sydney brings welcoming Shangri-La hospitality to the historic Rocks district in the heart of this dynamic city.

PREFERENTIAL DELEGATE RATES

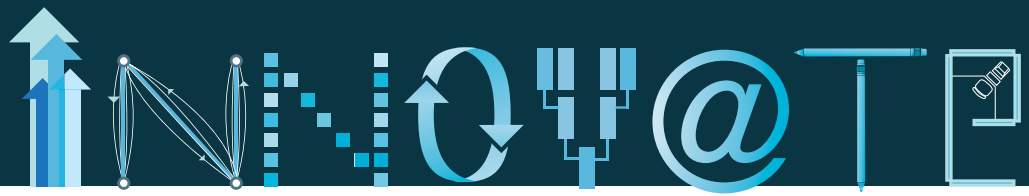
Deluxe Darling Harbour King / Twin AUD225
Deluxe Opera House King / Twin AUD245

*Room rates are for Single or Double Occupancy and are inclusive of 1 breakfast.
GST is included in the above room rates.*

To reserve a Hotel Room at the preferential rate, delegates must first register to attend the Summit following which they will receive hotel reservation information for direct arrangements with The Shangri-La Hotel, Sydney. Guest room reservations are on a first come, first served basis. CoreNet Global urges you to register for the Summit and make your Hotel reservation early as spaces are limited.



THE SHANGRI-LA HOTEL, SYDNEY



OPENING GENERAL SESSION

FOSTERING CREATIVE CULTURE IN ORGANISATIONS

Innovative Companies – the ones that have creativity as part of their very DNA – are market and industry leaders. So how do you build and sustain a culture that supports and stimulates creativity? A professionally moderated panel of the region's thought-leaders examine organisational creativity as a spark for true, step-change innovation.

Moderated by **George Negus**, this panel discussion promises to examine the multi-faceted challenge of organisational creativity and innovation. George's unforgettable contributions as founding presenter on Channel Nine's *60 Minutes*, as well as his current post on *Dateline*, will bring depth and authenticity to the discussion.

The panel provides three distinct viewpoints:

- Creativity Expert **Nigel Collin** has led creative teams in the entertainment and event industries for decades, and knows how to build and evolve a creative culture.
- Intrepreneurship Icon **Belinda Yabsley** moved from receptionist to senior executive by identifying and launching a new business idea, and knows how to influence from the bottom and motivate from the top.
- A **Mystery Panelist** who has lead a creative corporate organisation, and who knows how to align a team's creative energy with the demands of the marketplace.

CLOSING GENERAL SESSION

NO TIME. NO MONEY. NO STAFF. NO WORRIES.

Considered one of Australia's most experienced disaster management specialists, **Peter Baines** is an expert in authentic leadership and creativity, building powerful teams and creating the right results, even when starting from nothing – no time, no money, no staff. As Peter says, "No worries".

Peter Baines has road-tested leadership the hard way. During a police career spanning over two decades, he has come up against some of the most confronting natural disasters and acts of terrorism the world has seen. In recent times, Peter has been instrumental in managing the response to events such as the Bali bombings and the Boxing Day Tsunami in Thailand.

Through his experiences, Peter Baines offers a rare insight into what it takes to lead with compassion and create elegant solutions with the most basic of resources, taking audiences into a world of crisis leadership and forensic science that many would never get to witness.

SPEAKER PROFILES



GEORGE NEGUS

George Negus is an Australian author, journalist and television presenter who has been hosting the *Dateline* current affairs programme since 2005. He wrote for *The Australian* and *The Australian Financial Review* and is most known as a reporter for *This Day Tonight*, *60 Minutes* and the *Today Show*. He is most admired for his "wonderful, warm and common touch" that enables his interviews to reveal the essence of the Australian persona.



NIGEL COLLIN

After 15 years in the creative sector, Nigel Collin realised the challenge with creativity is not in finding creative people, or teaching your people to be more creative. It's in knowing how to lead your creative people, harness their genius and direct it towards viable business outcomes. Nigel owned and ran Absurd Entertainment, where he worked on a multitude of corporate and public events including the 2000 Sydney Olympics, Paralympics and The Sydney Royal Easter Show. He has studied organisational creativity at the Walt Disney Company, USA, and sat on the roundtable for the Queensland 'Year of Creativity.'



BELINDA YABSLEY

Belinda Yabsley believes that the future of business relies on fostering innovation from the inside. Intrapreneurs are those who innovate from within their organisations, the hands-on "doers" who roll up their sleeves and inspire others. In addition to her reputation as an intrapreneur, she was named 2005 Sydney Businesswoman of the Year. In 2007, Belinda was invited to be an Executive Director of the Customer Service Institute of Australia, and this year has been named an Ambassador for the International Council of Customer Service incorporating Australia, the Asia/Pacific Region and the United States of America.



PETER BAINES

Peter Baines has spent 22 years in the NSW Police Force, leading forensic teams in the investigation of some of the world's most horrendous crimes and disasters. Peter is co-founder of Hands Across the Water (HATW), a charity established to support children orphaned as a result of the 2004 Tsumnami in Thailand. Today, Peter spends his time helping businesses build effective social responsibility platforms to create goodwill, staff engagement and sustainable change. Peter believes that, "By choosing to do things differently what was once considered insurmountable becomes possible."

BREAKOUT SESSIONS



funnelthinking (2-Part Session)

The need to differentiate in today's competitive market is more important than ever. Creativity leadership expert Nigel Collin will lead this two-part session, aimed specifically at how to continually generate workable ideas and solutions. His practical techniques will give you the knowledge, skills and confidence you need to think more creatively everyday. You will learn to apply the unique "funnelthinking" model to help generate and capture ideas and funnel them into workable solutions and outcomes. In addition, the session will showcase a variety of relevant thinking tools. Lessons learned will be applied to a real-life business scenario for your business, leaving participants with 3 solid personally relevant, workable ideas.



Making Change Work: Strategic Relationships with HR, IT & CRE

An innovative workplace strategy can improve your business effectiveness and deliver real cost savings, but putting strategy to practice is a difficult endeavour that can spell the difference between success and failure. Corporate real estate professionals often find creating a strategy is the easy part - making it work is the real challenge.

Macquarie Group, Ideation Group and Veldhoen + Company will share their experience with creating an effective change programme, whilst highlighting the advantages of early alignment between CRE, IT and HR teams to gain maximum benefit from workplace investment. Learn how their approach of simplicity, clarity and information broke through organisational silos for long-term success.



Culture vs. Productivity: Innovation at SA Water House

SA Water had ambitious goals for its new headquarters in Adelaide, including a lofty goal to change the culture of the organisation. To introduce organisational change, SA Water started with change management – rather than using it as an afterthought to “sell” the concept. Get a first-hand review of how SA Water, working with **DEGW**, changed its procurement process and incorporated innovation and a ‘commitment to change’ into every stage of the project and across the organisation. Learn about the results of this holistic programme, and how the relative weighting of factors measured during the Post Occupancy Reviews revealed an inherent tension between individual and collective productivity.

SESSION FORMAT KEY:



INTERACTIVE

Peer-to-peer discussion, interaction and networking around specific topics.



CASE STUDY

End Users and Service Provider companies present results of strategies and projects and answer questions from the audience.



PANEL DISCUSSION

Subject-matter experts share their knowledge and interact with each other and the audience.



Speed Networking **NEW**

Create new opportunities, make new contacts, and generate new business ideas in a short and fun period of time. This fast-paced session features a series of 5 minute one-on-one conversations. Use the thought-starter topics available at your table, or spontaneously launch the conversation in an area of interest to you. At the end of the session, you will have made at least 15 new contacts! **Strictly limited to 60 participants.**



The Connected Workplace: Social Connections as a Business Driver for Workplace Design

Connectedness, in both business and society, is a growing behavioural phenomenon that many organisations see as a means to achieve market edge as the world perches on the brink of economic recovery. Leaders from **Beyond Digital Media**, **Woodhead**, and **ConnectGen** will share their unique insight into how these new behavioural collaborative patterns can be used as cues for workplace strategy. Iggy Pintado, author of **Connection Generation**, will discuss how connection affects our place in society and business and the challenges and opportunities this connectedness presents. Learn about the unique challenges that face large organisations in building super connected workforces whilst still meeting the needs of the traditional workforce. Gain insight into future workplace models and how they will mirror this new phenomenon with specific tools and attributes based around connectivity and authenticity of experience.

CORPORATE REAL ESTATE FINANCE Master of Corporate Real Estate (MCR)

Make the most of your Summit experience by attending the pre-summit Learning Seminar – **Corporate Real Estate Finance** - a required seminar in the MCR series for those working towards their MCR designation, or a stand-alone seminar for those with an interest in this topic area. Taking place just prior to the commencement of the Summit (1-2 August) and requiring separate registration, spaces are limited to 30 participants. Register on-line at www.corenetglobal.org or complete and return the registration form attached.

The 2 day seminar provides a comprehensive overview of financial analysis and management in a corporate real estate context. Heavy emphasis is placed on case study work to demonstrate concepts, using Microsoft Excel. The seminar begins with a review of fundamental corporate finance principles such as risk and return, cost of capital, net present value, and discount rate selection. Using spreadsheet case studies, these concepts are applied to the analysis of alternative lease structures, lease buyouts, and buy vs. lease decisions. The real estate investor's perspective on these issues is also explored. The concept of financial risk in a corporate real estate context is then examined. Participants will learn how to identify risk in corporate real estate portfolios and evaluate its impact on shareholder value. Duration matching, a methodology used to manage risk, will be introduced.

How You Will Benefit:

- Improve your ability to perform or oversee financial analysis for corporate real estate transactions
- Strengthen your ability to intelligently discuss financial issues with the finance group or CFO
- Increase capacity to develop business cases founded on sound corporate finance principles
- Identify financial risks within the corporate real estate portfolio and develop risk mitigation strategies
- Increase understanding of the financial management process, and application to corporate real estate

Who Should Attend:

Corporate real estate managers and directors who want to develop a better understanding of corporate finance principles and their application to corporate real estate decision-making and management.

Seminar Instructors:

Rohini Saluja, Director - Global Corporate Services Singapore, CB Richard Ellis

Michelle Harding, Finance Manager - Facilities Management, University of New South Wales

“ WHAT YOUR COLLEAGUES ARE SAYING

I always find the CoreNet seminars valuable not only in terms of the course content but with the interaction with peers from many varied fields. We share the same principle CRE challenges and it is always interesting and of value to see how our colleagues and their firms address these challenges.”

Peter Dollin, Head of CRE & Admin Services ANZ, UBS AG Australia



New and exciting opportunities for the Summit programme are presenting themselves daily. Visit www.corenetglobal.org/Learning/SydneySummit2010/ for regular updates or contact **Effie Margiolis** at +61 (0) 407 120 657, emargiolis@corenetglobal.org or **Linda DeMars** at +1 404 589 3228, ldemars@corenetglobal.org

AGENDA

Sunday 1 August 2010

09:00 – 17:00 MCR Seminar – CRE Finance Day 1*
19:00 onwards MCR Networking Dinner

Monday 2 August 2010

09:00 – 17:00 MCR Seminar – CRE Finance Day 2*
09:00 – 15:30 Discovery Forum (by invitation only)
18:00 – 20:00 Registration & Welcome Reception
20:00 onwards Private Functions

Tuesday 3 August 2010

08:00 – 18:00 Summit Registration
08:00 – 09:00 Speakers' Briefing
08:00 – 09:00 Welcome Tea & Coffee
09:00 – 18:00 Business Centre & Delegate Lounge
09:00 – 10:30 Opening General Session
10:30 – 11:00 Networking Break
11:00 – 12:30 Breakout Sessions
12:30 – 14:15 Luncheon & General Session II
14:30 – 16:00 Breakout Sessions
16:00 – 16:30 Networking Break
16:30 – 18:00 Community Meetings
18:00 – 19:00 New Member Mixer
19:00 – 19:30 Gala Pre-dinner Drinks
19:30 – 22:00 Gala Evening

Wednesday 4 August 2010

09:00 – 17:30 Information Desk
09:00 – 17:30 Business Centre & Delegate Lounge
08:30 – 09:30 Networking Breakfast
09:30 – 11:00 Breakout Sessions
11:00 – 11:30 Networking Break
11:30 – 13:30 Debate & Luncheon Programme
13:45 – 14:45 Breakout Sessions
14:45 – 15:15 Networking Break
15:15 – 16:30 Closing General Session
16:30 – 17:30 Closing Cocktails & Prize Draw

* MCR Learning Events require separate registration

BUSINESS CENTRE

The Business Centre is designed for exclusive use by Summit attendees with the proper environment and tools to conduct business in a fast and effective manner. Offering the latest technology, the centre will provide email access, fax, phone, computer terminals, photocopying facilities and comfortable space to conduct business with fellow summit delegates.

SYDNEY SUMMIT SPONSORS

IMPACT THRU INNOVATION DOWN UNDER

The Australia & New Zealand Region Summit is known for continuing to deliver the highest density of the most sought after Corporate Real Estate (CRE) executives in the industry. More than ever, CRE leaders have an unprecedented opportunity to create transformational change within their organisations. At the Sydney Summit, the CRE community will come together to share tactics for navigating today's challenges and creating innovative ways to position your organisation for growth.

There is no better time to "step up your game". Be remembered by CRE executives and watch your business and clientele grow to new heights.

PLATINUM



GOLD



SILVER



MEDIA PARTNERS



REGISTER SYDNEY 2010

Instructions

- Print or type all information
- Review your selections to be sure you have included all preferences

Participant Registration

Name: Mr. Ms. Mrs. _____

Title / Position: _____

Firm / Organisation: _____

Address: _____

City: _____ Province / State: _____

Postal / ZIP Code: _____ Country: _____

Tel: _____ Fax: _____
(Country Code) (City Code) (Number) (Country Code) (City Code) (Number)

Name for Badge: _____ Email: _____

SUMMIT REGISTRATION FEES (inclusive of GST): Select below and total the appropriate amount in A\$ currency

	Regular by 19 July	Late after 19 July
MEMBERS		
<input type="checkbox"/> End User	A\$ 1,319	A\$ 1,451
<input type="checkbox"/> Service Provider/Economic Developer	A\$ 1,583	A\$ 1,741
<input type="checkbox"/> Academic	A\$ 791	A\$ 870
<input type="checkbox"/> Student/Retired	A\$ 719	A\$ 719

	Regular by 19 July	Late after 19 July
NON-MEMBERS		
<input type="checkbox"/> End User	A\$ 1,715	A\$ 1,886
<input type="checkbox"/> Service Provider/Economic Developer	A\$ 2,057	A\$ 2,263
<input type="checkbox"/> Academic/Student/Retired	A\$ 1,029	A\$ 1,132

JOIN NOW & ATTEND (Membership & Summit registration package at significant savings)*

<input type="checkbox"/> End User	A\$ 1,655	A\$ 1,787
<input type="checkbox"/> Service Provider/Economic Developer	A\$ 1,919	A\$ 2,077

MCR SEMINAR - Corporate Real Estate Finance (1-2 August)

<input type="checkbox"/> Member	A\$ 935
<input type="checkbox"/> Member Candidate	A\$ 870
<input type="checkbox"/> Non-Member	A\$ 1,170
<input type="checkbox"/> Non-Member Candidate	A\$ 1,105

SUMMIT & SEMINAR PACKAGE*

	Regular by 19 July	Late after 19 July
MEMBERS		
<input type="checkbox"/> End User	A\$ 2,029	A\$ 2,147
<input type="checkbox"/> Service Provider	A\$ 2,266	A\$ 2,408
<input type="checkbox"/> End User Candidate	A\$ 1,970	A\$ 2,089
<input type="checkbox"/> Service Provider Candidate	A\$ 2,208	A\$ 2,350

	Regular by 19 July	Late after 19 July
NON-MEMBERS		
<input type="checkbox"/> End User	A\$ 2,579	A\$ 2,750
<input type="checkbox"/> Service Provider	A\$ 2,904	A\$ 3,090
<input type="checkbox"/> End User Candidate	A\$ 2,539	A\$ 2,692
<input type="checkbox"/> Service Provider Candidate	A\$ 2,846	A\$ 3,032

*This promotion cannot be used in conjunction with any other Summit offer.

TOTAL REGISTRATION FEE: A\$ _____

PAYMENT AUTHORISATION:

- Bankers Draft or Personal Cheque payable in US\$ to CoreNet Global Inc is enclosed.
- Wire Transfer (CoreNet Global bank details provided upon request)
- Please charge A\$ to my card: Mastercard Visa American Express

Name on Card: _____ Expiry Date: _____

Card No.: _____

Signature: (required) _____

HOTEL INFORMATION

The Shangri-La Hotel, Sydney is the official Summit Hotel. Hotel reservation information will be sent to you when your registration payment is received and processed by CoreNet Global. See inside brochure for further hotel information and room rates.

REGISTRATION

Your registration will be confirmed upon receipt of a completed registration form and payment. Please note that registrations will not be processed without payment.

ADDITIONAL INFORMATION

- Vegetarian Meal (Buffets at breakfast and the gala will offer vegetarian alternatives)
- Please send me information on CoreNet Global Membership

SPECIAL PROMOTION FOR END-USER ATTENDEES*

Multiple delegates from one company: Applies to those End-User organisations who register 5 or more delegates. Prices are per delegate for the duration of the Summit.

- End-User Members: A\$ 1,055 (Regular), A\$ 1,161 (Late)
- End-User Non-Members: A\$ 1,372 (Regular), A\$ 1,509 (Late)

Total Registration Fee A\$ _____

CANCELLATIONS & REFUNDS

To cancel a confirmed registration, please send your cancellation request in writing to Eleanor Estacio at eestacio@corenetglobal.org. Refund less a A\$ 200 processing fee + GST will be issued if your written cancellation request is received by 28 June 2010. No refunds will be made after 28 June 2010. Attendees may be substituted at any time without penalty. Appropriate member/non-member rates will apply.

REGISTER via the web at www.corenetglobal.org or fax or email your completed registration form to:

CoreNet Global
 Eleanor Estacio
 Global Operations Manager
 Tel (USA): +1 404 589 3217
 Fax (USA): +1 404 589 3201
 eestacio@corenetglobal.org



SYDNEY

CoreNet Global Summit
2-4 August 2010



CORENET
GLOBAL

CoreNet Global Australia
and New Zealand Region
PO Box 5044
Garden City, VIC 3207
Australia

Register online now
at corenetglobal.org

FORTHCOMING SUMMITS

London	27-29 September 2010
Phoenix	19-21 September 2010
Hong Kong	March 2011