

# Power to Perform

S U M M I T

Creating an Environment for High Performance



A day of inspiration & learning for practical application

Tuesday 29 October 2013

National Wine Centre  
Adelaide

# Power to Perform

S U M M I T



**H**igh performance is what separates the best from the rest. Successful businesses have it, most aspire to it and the smart ones are prepared to arm themselves with the knowledge to achieve it.

The Power to Perform Summit presents world renowned experts to critically analyse every aspect of the behaviours, leadership and cultural elements required to achieve sustained high performance of individuals and teams. It is designed for Senior to Middle management leaders and in fact anyone who is responsible for managing other people to success and wanting to enhance or develop their skills.

Leaders are often time-poor and are looking for powerful, inspirational, informative and relevant learning experiences they can immediately apply to their personal and professional situations. This summit will be practical and contemporary, providing learnings from a personal and professional development perspective, arming participants with the knowledge to make an immediate impact on individuals and the organisation itself.

Participants will enjoy an inspirational day of insightful learning tailored to the topic of *Creating an Environment for High Performance* from some of the most highly regarded educators and professionals who are industry leaders in their respective fields. Not only will participants hear from the best, they will be sharing this experience with other like-minded individuals in a positive, inspirational environment.

I have been involved in many business seminars and personal development courses, but I can promise you this... I have never before had access to the great minds, educators and leaders to be presented at the *Power to Perform Summit*. This will be the best performance based learning day you will ever experience.

I can't wait to see you there!

A handwritten signature in white ink, appearing to read 'David Koch'.

**David Koch**

Chairman – Port Adelaide Football Club

## What are the benefits to professionals & organisations?

- Learn outstanding best practice strategies to maximise high performance that can be applied to individuals & teams
- Learn from renowned experts on the focus area of high performance
  - Draw relevant practical applications to individuals & business
  - Only one day out of your business life!
    - A fun learning environment
    - Networking opportunities with likeminded peers

“

This will be the best performance based learning day you will ever experience.

”

– David Koch

Keynote Speakers - We have assembled industry leaders in their respective fields to bring you an inspirational day of learning for practical application.



Mr Keith Thomas

### Opportunity in Crisis Management

Keith's decorated football career was highlighted by 337 senior games (Norwood, Fitzroy) which ultimately saw him inducted into the SANFL & Norwood Football Club Hall of Fame.

These achievements provided the grounding for Thomas to forge a long and successful business career in radio. Keith was appointed General Manager of SAFM/Triple M in 1995 before moving to Sydney as National Sales Director. He moved back to Adelaide in 1997 to head up DMG Radio as General Manager before moving into the role of Group Sales Director and was instrumental in the build and launch of the highly successful Nova Network.

Keith commenced as CEO of the Port Adelaide Football Club in Sept 2011 and has been at the helm during a remarkable time in the Club's history featured by the "One Club" merger with the Magpies, negotiation of Port Adelaide move to Adelaide Oval, the transition of the license back to the Club and the significant overhaul of Club football department personnel.

Amongst these major issues, Keith has managed tumultuous events that tore at the very heart of the Club, including the tragic death of much loved player John McCarthy, as well as the departure of Club greats. Throughout, Thomas has led the Club with great strength and has extracted tremendous positives in times of great challenge and adversity. It is with this determination that Keith Thomas is hell bent on returning the Club to its rightful place - financial strength, finals football and winning premierships.



Dr Ceri Evans

### Performance Under Pressure

Dr. Ceri Evans (MBChB MA MSc Dip ForMH MRCPsych PhD) is a human performance specialist and an internationally respected expert in the field of performance psychology.

Ceri brings with him a wealth of expertise based on years of experience and study of human performance in different pressure situations.

Holder of a distinguished academic track record, Ceri is a widely acclaimed leading forensic psychiatrist and sports psychologist. Following his graduation with distinction in Medicine from the University of Otago in New Zealand, Ceri was awarded a Rhodes scholarship to study at Oxford University, where he gained a first-class honours degree in Experimental Psychology.

A member of the Royal College of Psychiatrists, Ceri was awarded the prestigious Gaskell Gold Medal, in clinical psychiatry. Ceri has also completed a Masters degree in Psychiatric Research and Methods.

Ceri was also an outstanding sportsman. He played as a professional footballer in the English First Division and is a former captain of the New Zealand football team. He has integrated his areas of expertise in order to evolve a highly developed psychological insight into human performance in competitive situations.

Ceri has developed and delivered high performance systems for individuals, teams and organisations in the fields of business, education and sports in many countries. His clients have included blue chip multi-national business organisations, CEOs and elite sporting teams including the world famous New Zealand All Blacks who attribute great credit to Ceri for their 2011 World Cup success. Ceri helped the NZ squad understand where pressure comes from, how to not get overwhelmed by it, how to stay on task and make the right decisions.



Mr Alan Richardson

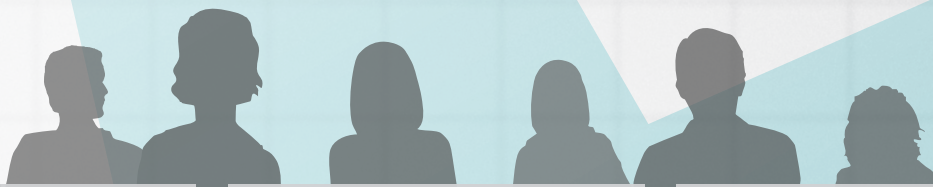
### Confronting the Brutal facts & the Importance of Leadership

As sportspeople go, none come much harder and tougher than Alan Richardson, who in his 114 game career at Collingwood, forged a reputation as an extremely competitive defender.

Alan has taken this fierce competitiveness and determination into the Coaches box having served key assistant coaching roles at four other AFL Clubs. Having successfully coached in his own right at VFL level, Alan talents were quickly recognised by AFL Clubs and he joined Western Bulldogs in 2003. After three seasons at the Bulldogs, Richardson was appointed to Mick Malthouse's coaching staff at Collingwood and given the key role of Development Coach. Assistant Coaching roles also followed at the Essendon and Carlton Football Clubs.

Alan's outstanding credentials and industry wide reputation saw him recruited by the Port Adelaide Football Club in October 2012 to join new Senior Coach Ken Hinkley as the Club's Director of Coaching & Strategy. Together they have wasted no time! As Ken Hinkley's right hand man, Richardson has been instrumental in helping transform the Club's Football Department into a highly competitive and cohesive unit.

With an exciting new game plan featured by a key focus on defensive pressure and bolder attacking movements, the Club's rebuilt Football Department under Hinkley and Richardson's guidance has quickly molded the third youngest side in the AFL into a respected, highly competitive unit that reached the AFL finals for the first time in six seasons.



**Mr John Eales AM**

### Leadership in Sport & Business

The most successful captain in the history of Australian Rugby, John Eales debuted for the Wallabies in 1991 and captained the side from 1996 until the end of his test career in 2001. He participated in two successful World Cup campaigns, captaining the latter in 1999, and led Australia through three Bledisloe Cup, two Tri-Nations and a British & Irish Lions series victory.

He was inducted into the Sports Australia Hall of Fame, the International Rugby Board Hall of Fame, the Australia Institute of Sport's Best of the Best, awarded the Australian Sports Medal in 2000 and made a Member of the Order of Australia (AM) in 1999 for services to the community and rugby.

John was the founder of the Mettle Group – a consultancy which was acquired by Chandler Macleod in 2007, and sits on the boards of the Australian Rugby Union, GRM International, Flight Centre Limited, Thiess Advisory and International Quarterback. He is also an occasional lecturer at the University of Notre Dame in Sydney; and continues to consult to other Australian and international companies.

John is author of "Learning from Legends - Sport" and "Learning from Legends - Business" and has been a contributor to the Australian Financial Review since 2002.

John Eales trademark Leadership qualities and strategies have enabled him to achieve the ultimate success in sport & business.



**Mrs Jan Stirling AM**

### The Mindset of an Elite Athlete

Jan Stirling has an enviable reputation as an elite coach and professional consultant and is widely regarded as Australia's most successful basketball Coach.

Jan played for the Australian Women's National Basketball Team during the 1970s, competed for Australia at the 1975 World Championships & played in 163 domestic Women's National Basketball League (WNBL) games.

Following her retirement in 1991, Jan went on to Coach Adelaide Lightning to 12 straight WNBL finals appearances including four Championships. This success led to Jan becoming an assistant coach of the Opals in 1994 and then Head Coach in 2001. Jan had immediate success as National Coach, winning the 2002 World Championships Bronze Medal before leading the the Opals to a Silver Medal at the 2004 Olympics, Gold at the 2006 Commonwealth Games, Gold at the 2006 FIBA World Championship and Silver at the 2008 Olympics.

In 2008 Jan stepped down as the Opals Head Coach, becoming a consultant to the Russian Basketball Federation. Since 2010, Jan has been an instrumental leadership and motivational consultant to the Port Adelaide Football Club. Basketball Australia also appointed Stirling as Manager of the Australian Women's Wheelchair Basketball National Program. Jan was awarded a Member of the Order of Australia (AM) for her contribution to sport - as an elite coach, player and as a contributor to professional development and the community. With these impressive credentials, it is abundantly clear that Jan knows what it takes to lead and inspire others to perform at their very best.



**Mr David Koch**

### Channel Seven Presenter, acclaimed Financial Commentator, Chairman PAFC

Renowned host of highly acclaimed Channel Seven "Sunrise" Program and award winning financial commentator, Koch started as a cadet on the business pages of The Australian newspaper before joining BRW soon after its launch in the early 1980s. He was one of the founders of consumer finance journalism in Australia and created Personal Investment magazine. In 1988 he launched trade publishing group Australian Financial Press in a joint venture with Fairfax. AFP went on to create Business magazine, New Accountant and Money Management newspaper. Currently he provides business and financial commentary for several publications, and is director of Pinstripe Media Pty Ltd.

Koch has written several practical books on family and business financial management. In a survey conducted by Money Management newspaper, his peers recognised him as one of the 10 most influential people of all time in the financial services industry.

Through his involvement in ShareLife, Koch influenced the federal government to establish a national authority to oversee Australia's organ transplant system. The new national authority aims to bring Australian transplant rates up to world's best practice. Koch chairs the advisory board.

Having previously held the position of the Club's No 1 ticket holder, Koch was announced as the Chairman of the Port Adelaide Football Club in October 2012 and in season 2013 has overseen the Club reaching a record 40,000 Members.

# Your day of inspiration

## Morning

8.00 – 9.00am

### Registration

Light breakfast  
Welcome

9.00 – 10.00am

### Dr Ceri Evans

Performance Under  
Pressure

10.00 –  
10.20am

### Break

10.20 – 11.20am

### John Eales AM

Leadership in Sport  
and Business

## Midday

12.30 - 2.20pm

### Lunch

### David Koch

addresses guests

11.30 - 12.30

### Keith Thomas

Opportunity in Crisis  
Management

11.20 -  
11.30am

### Break

## Afternoon

3.20 - 4.20pm

### Jan Stirling AM

The Mindset of an  
Elite Athlete

2.20 - 3.20pm

### Alan Richardson

Confronting the Brutal Facts  
and the Importance  
of Leadership

4.20 - 4.50pm

### Panel Discussion

Featuring all speakers  
Facilitated by David Koch

4.50 - 5.30pm

### Event Concludes

Drinks provided



# Registration Form

## Price

\$795 (inc gst) per person. Inclusions;

- Full day seminar
- Light breakfast
- Lunch
- Refreshments throughout the day
- Post seminar refreshments

## Group Booking Rewards

Bookings of four or more delegates will receive a 15% discount on the purchase price.

Plus all group bookings of four or more delegates will go in to the draw for an exclusive Corporate Hospitality experience for 4 people at a PAFC Home Match at Adelaide Oval in Season 2014, which will include "inner sanctum" experiences.

Name

Company Name

Address

Suburb state

Bus phone

Email

Cost \$795 (Inc GST) per person

I wish to book  delegates in to the Power to Perform Summit at a cost of \$

Total payable \$

### Payment details (Credit card information)

Visa  Mastercard  AMEX (3% surcharge)

Card number  Expiry date MM/YY

Name on Card

Do you require a tax invoice: Yes  No

### Guest names

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

## BOOK NOW TO BE INSPIRED

**Phone Bookings:** (08) 8447 9975

**Fax:** (08) 8447 8633

**Email:** corporate@pafc.com.au

### Further Information

Please contact PAFC Corporate Sales Team

**Ph:** (08) 8447 9975

**Email:** corporate@pafc.com.au

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Joint Major  
Partners

